

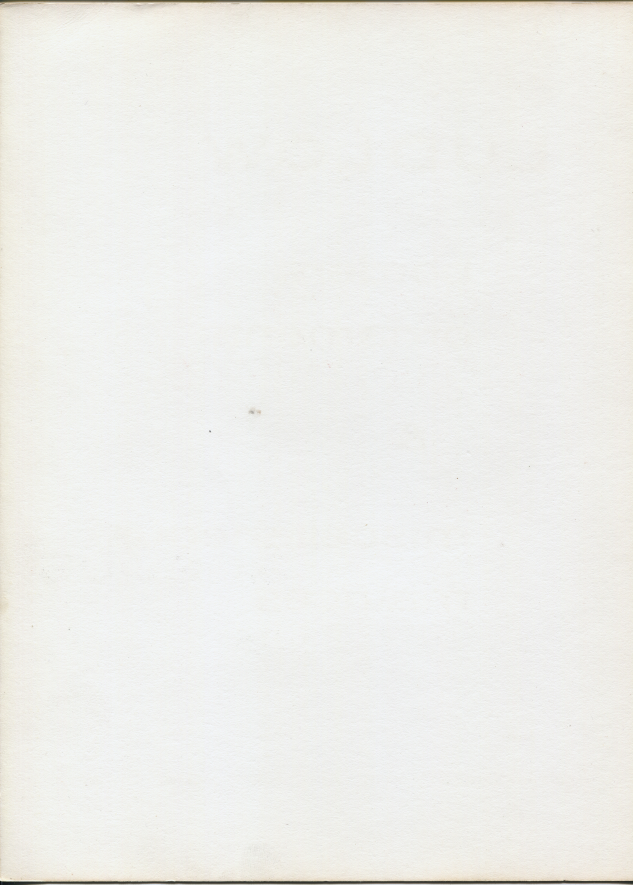
**LUDLOW**

**borders  
ornaments**



**miscellaneous  
matrices**





**LUDLOW**

**borders  
ornaments**

**&**

**miscellaneous  
matrices**

# SELECTED BORDERS AND ORNAMENTS

A2171—6 x 12 points	A2194—6 x 6 points	A2215—6 x 6 points
A2172—6 x 6 points	A2195—6 x 6 points	A2216—6 x 6 points
A2173—6 x 6 points	A2196—6 x 6 points	A2217—6 x 6 points
A2174—6 x 12 points	A2197—6 x 12 points	A2218—6 x 6 points
A2175—6 x 6 points	A2198—6 x 6 points	A2219—6 x 6 points
A2176—6 x 6 points	A2199—6 x 6 points	A2220—6 x 6 points
A2177—6 x 6 points	A2200—6 x 6 points	A2221—6 x 6 points
A2178—6 x 6 points	A2201—6 x 6 points	A2222—6 x 6 points
A2179—6 x 6 points	A2202—6 x 18 points	A2223—6 x 6 points
A2180—6 x 18 points	A2203—6 x 6 points	A2224—6 x 6 points
A2181—6 x 6 points	A2204—6 x 6 points	A2225—6 x 6 points
A2182—6 x 6 points	A2205—6 x 12 points	A2226—6 x 6 points
A2183—6 x 6 points	A2206—6 x 6 points	A2227—6 x 6 points
A2184—6 x 6 points	A2207—6 x 6 points	A2228—6 x 6 points
A2185—6 x 6 points	A2208—6 x 12 points	A2229—6 x 6 points
A2186—6 x 6 points	A2209—6 x 6 points	A2230—6 x 6 points
A2187—6 x 18 points	A2210—6 x 6 points	A2231—6 x 6 points
A2188—6 x 6 points	A2211—6 x 6 points	A2232—6 x 6 points
A2189—6 x 18 points	A2212—6 x 6 points	A2233—6 x 6 points
A2190—6 x 6 points	A2213—6 x 6 points	A2234—6 x 6 points
A2191—6 x 6 points	A2214—6 x 6 points	A2235—6 x 6 points
A2192—6 x 6 points	A2215—6 x 6 points	A2236—6 x 6 points
A2193—6 x 6 points	A2216—6 x 6 points	A2237—6 x 6 points

# LUDLOW BORDERS AND ORNAMENTS



A658-36 x 54 points



A657-36 x 36 points



A656-36 x 36 points



A662-48 x 96 points



A652-24 x 48 points



A661-48 x 48 points



A651-24 x 24 points



(1 1/4-inch matrices)



A659-72 x 72 points



A625-72 x 72 points



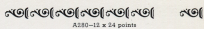
A655-24 x 24 points



A660-36 x 36 points



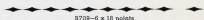
A659-24 x 24 points



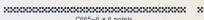
A280-12 x 24 points



A279-12 x 24 points



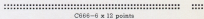
B709-6 x 18 points



C655-6 x 6 points



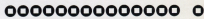
C659-6 x 6 points



C656-6 x 12 points



C8-12 x 12 points



C9-12 x 12 points



C6-12 x 12 points



C355-12 x 12 points



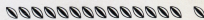
C1488-18 x 18 points



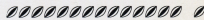
C1489-18 x 18 points



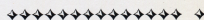
C1490-18 x 18 points



C375-12 x 12 points



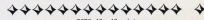
C374-12 x 12 points



C376-12 x 12 points



C377-12 x 12 points



C378-12 x 12 points



C379-12 x 12 points

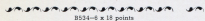
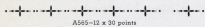
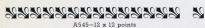
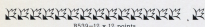
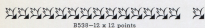
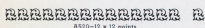
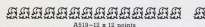
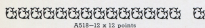
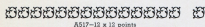
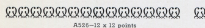
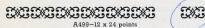
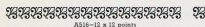
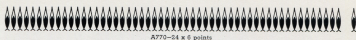
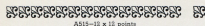


C382-12 x 24 points



C381-12 x 24 points

# LUDLOW BORDERS AND ORNAMENTS





# LUDLOW BORDERS AND ORNAMENTS



A774—24 x 24 points



A773—24 x 24 points



A775—24 x 24 points



A752—48 x 33 points



A751—48 x 48 points



A753—48 x 48 points



AA749—60 x 42 points [1 1/4-inch matrices]



AA748—60 x 60 points [1 1/4-inch matrices]



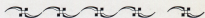
AA750—60 x 60 points [1 1/4-inch matrices]



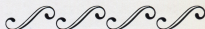
A720—30 x 30 points



A360—12 x 36 points



A359—12 x 36 points



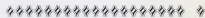
A496—24 x 48 points



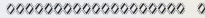
A497—12 x 24 points



A498—24 x 48 points



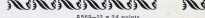
B266—12 x 9 points



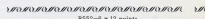
B267—12 x 9 points



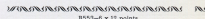
A568—12 x 24 points



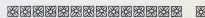
A569—12 x 24 points



B552—6 x 12 points



B553—6 x 12 points



C7—12 x 12 points



B19—24 x 24 points



B21—12 x 12 points



A20—24 x 14 points



A21—14 x 24 points

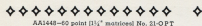


C37—12 x 12 points

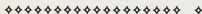


A545—12 x 12 points

# LUDLOW BORDERS AND ORNAMENTS



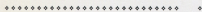
A41448-60 point [1 1/4" montices] No. 21-OPT



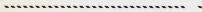
C1447-48 point No. 21-OPT



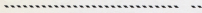
C1446-36 point No. 21-OPT



C1445-24 point No. 21-OPT



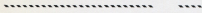
C654-6 x 6 points



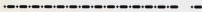
C655-6 x 12 points



C656-6 x 18 points



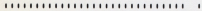
C657-6 x 24 points



C652-6 x 12 points



C251-6 x 12 points



C563-6 x 6 points



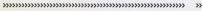
C564-6 x 6 points



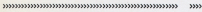
C252-6 x 12 points



B713-6 x 12 points



B245-6 x 6 points



B253-6 x 12 points



C664-6 x 6 points



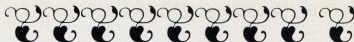
C667-12 x 12 points



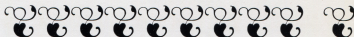
C704-6 x 6 points



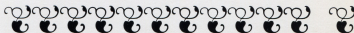
C668-12 x 12 points



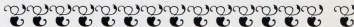
C366-48 point, No. 11-L Floret



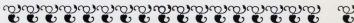
C367-42 point, No. 11-L Floret



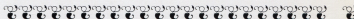
C366-36 point, No. 11-L Floret



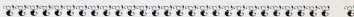
C365-30 point, No. 11-L Floret



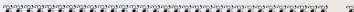
C364-24 point, No. 11-L Floret



C363-18 point, No. 11-L Floret



C362-14 point, No. 11-L Floret



C361-12 point, No. 11-L Floret



C360-10 point, No. 11-L Floret



C359-8 point, No. 11-L Floret

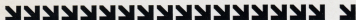


C358-6 point, No. 11-L Floret

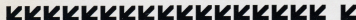
# LUDLOW BORDERS AND ORNAMENTS



C796—18 x 24 points



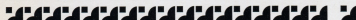
C795—18 x 18 points



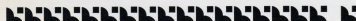
C797—18 x 18 points



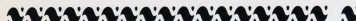
C793—18 x 24 points



C792—18 x 18 points



C794—18 x 18 points



C790—18 x 18 points



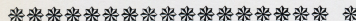
C791—18 x 18 points



A717—24 x 24 points



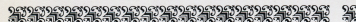
A716—18 x 18 points



A715—18 x 18 points



A511—18 x 18 points



A512—18 x 18 points



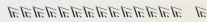
A513—18 x 18 points



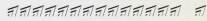
A514—18 x 18 points



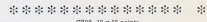
A718—12 x 36 points



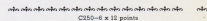
A776—12 x 12 points



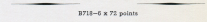
A777—12 x 12 points



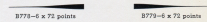
C703—12 x 12 points



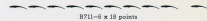
C250—6 x 12 points



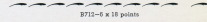
B718—6 x 72 points



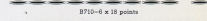
B779—6 x 72 points



B711—6 x 18 points



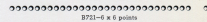
B712—6 x 18 points



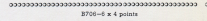
B710—6 x 18 points



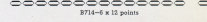
B705—6 x 6 points



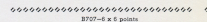
B721—6 x 6 points



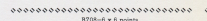
B706—6 x 4 points



B714—6 x 12 points



B707—6 x 6 points



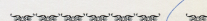
B708—6 x 6 points



C540—12 x 12 points

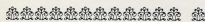


C541—12 x 12 points

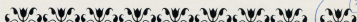


A555—12 x 24 points

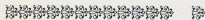
# LUDLOW BORDERS AND ORNAMENTS



A52-14 x 14 points



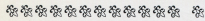
A548-18 x 36 points



A53-14 x 14 points



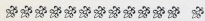
A549-18 x 18 points



A60-14 x 14 points



A550-18 x 18 points



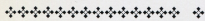
A61-14 x 14 points



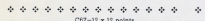
C258-12 x 12 points



A570-24 x 24 points



C259-12 x 12 points



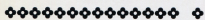
C67-12 x 12 points



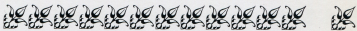
A571-24 x 24 points



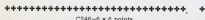
C9-12 x 12 points



C11-12 x 12 points



A572-24 x 24 points



C246-6 x 6 points



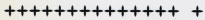
C523-12 x 12 points



A649-36 x 36 points



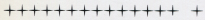
C532-12 x 12 points



C524-12 x 12 points



A648-30 x 30 points



C263-12 x 12 points



C562-12 x 12 points



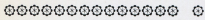
A680-30 x 30 points



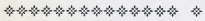
C10-12 x 12 points



A761-30 x 18 points



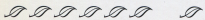
B564-12 x 12 points



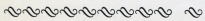
C521-12 x 12 points



A760-30 x 30 points



B380-12 x 24 points



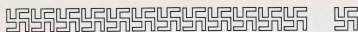
A777-12 x 18 points



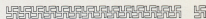
A762-30 x 30 points



# LUDLOW BORDERS AND ORNAMENTS



A58-24 x 24 points



A57-12 x 12 points



A987-36 x 84 points



A977-12 x 36 points



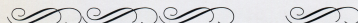
A981-36 x 36 points



A982-18 x 60 points



A978-18 x 36 points



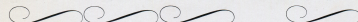
A986-18 x 72 points



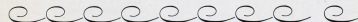
A985-18 x 72 points



A983-18 x 72 points



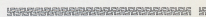
A984-18 x 72 points



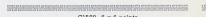
A979-18 x 36 points



A980-18 x 36 points



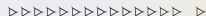
C702-8 x 8 points



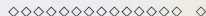
C1533-6 x 6 points



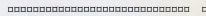
C178-12 x 12 points



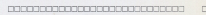
C181-12 x 12 points



C4-12 x 12 points



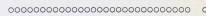
C179-6 x 6 points



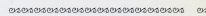
B257-6 x 6 points



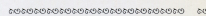
C5-12 x 12 points



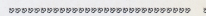
C248-6 x 6 points



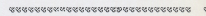
B254-6 x 12 points



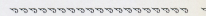
B255-6 x 12 points



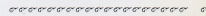
B241-6 x 6 points



B242-6 x 6 points



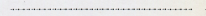
B264-6 x 9 points



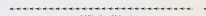
B265-6 x 9 points



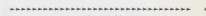
B289-6 x 5 1/2 points



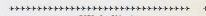
B270-6 x 5 points



B271-6 x 5 1/2 points



B272-6 x 5 1/2 points



B273-6 x 5 1/2 points

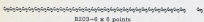
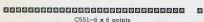
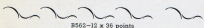
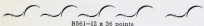
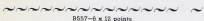
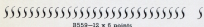
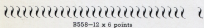
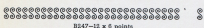
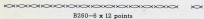
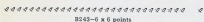
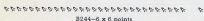
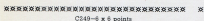
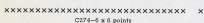
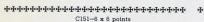
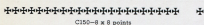
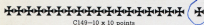


B259-6 x 6 points





# LUDLOW BORDERS AND ORNAMENTS



# LUDLOW BORDERS AND ORNAMENTS



AA1004-54 x 54 points One and one-quarter inch matrices



AA1003-54 x 54 points One and one-quarter inch matrices



AA1005-54 x 54 points One and one-quarter inch matrices



A994-36 x 36 points



A993-36 x 36 points



A995-36 x 36 points



A1001-24 x 24 points



A1000-24 x 24 points



A1002-24 x 24 points



A996-36 x 36 points



A997-36 x 36 points

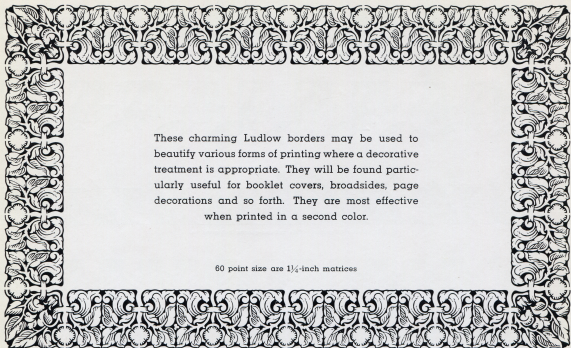


A998-24 x 24 points



A999-24 x 24 points

# LUDLOW BORDERS AND ORNAMENTS



These charming Ludlow borders may be used to beautify various forms of printing where a decorative treatment is appropriate. They will be found particularly useful for booklet covers, broadsides, page decorations and so forth. They are most effective when printed in a second color.

60 point size are  $1\frac{1}{4}$ -inch matrices

## 48 POINT BORDER UNITS



A744



A743



A745

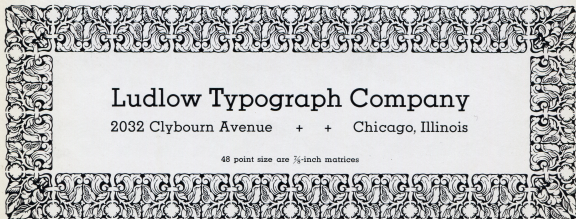


A746



A747

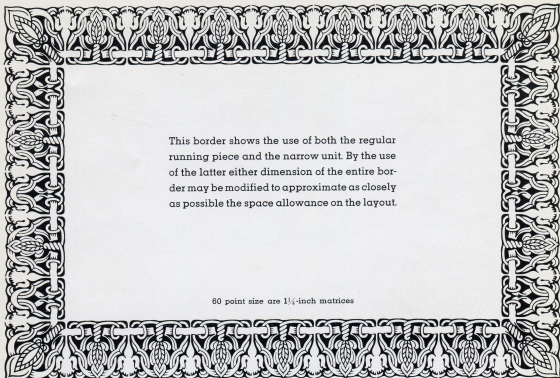
The same characters are designed for the 60 point size, and the numbers, from left to right, are as follows: AA739, AA738, AA740, AA741 and AA742



**Ludlow Typograph Company**

2032 Clybourn Avenue + + Chicago, Illinois

48 point size are  $\frac{3}{4}$ -inch matrices



This border shows the use of both the regular running piece and the narrow unit. By the use of the latter either dimension of the entire border may be modified to approximate as closely as possible the space allowance on the layout.

60 point size are  $1\frac{1}{4}$ -inch matrices

## 48 POINT BORDER UNITS



A732



A735



A731



A733

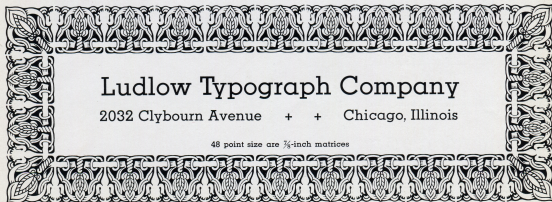


A734



A736

The same characters are designed for the 60 point size, and the numbers, from left to right, are as follows: AA724, AA727, AA723, AA725, AA726 and AA728



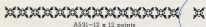
## Ludlow Typograph Company

2032 Clybourn Avenue + + Chicago, Illinois

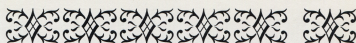
48 point size are  $\frac{3}{4}$ -inch matrices



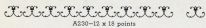
# LUDLOW BORDERS AND ORNAMENTS



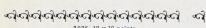
A531—12 x 12 points



A630—96 x 54 points



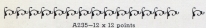
A230—12 x 18 points



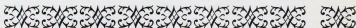
A236—12 x 12 points



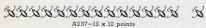
A629—36 x 96 points



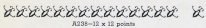
A235—12 x 12 points



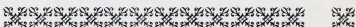
A654—24 x 96 points



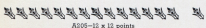
A237—12 x 12 points



A238—12 x 12 points



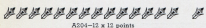
A653—24 x 24 points



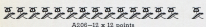
A205—12 x 12 points



A656—36 x 72 points



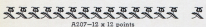
A204—12 x 12 points



A206—12 x 12 points



A655—36 x 96 points



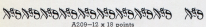
A207—12 x 12 points



A208—12 x 18 points



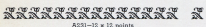
A656—24 x 48 points



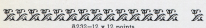
A209—12 x 18 points



A655—24 x 24 points



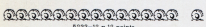
A231—12 x 12 points



A232—12 x 12 points



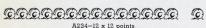
A652—36 x 96 points



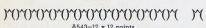
A233—12 x 12 points



A651—36 x 36 points



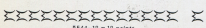
A234—12 x 12 points



A543—12 x 12 points



A361—36 x 36 points



A544—12 x 12 points



# LUDLOW BORDERS AND ORNAMENTS



C1633-66 x 24 points (1 1/4-inch matrices)



C1632-66 x 24 points (1 1/4-inch matrices)



C1631-60 x 24 points (1 1/4-inch matrices)



C1630-60 x 24 points (1 1/4-inch matrices)



C1629-42 x 24 points (1 1/4-inch matrices)



C1628-42 x 24 points (1 1/4-inch matrices)



C1547-24 x 60 points



C1545-24 x 60 points



C963-24 x 54 points



C964-24 x 54 points



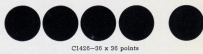
C1543-24 x 42 points



C1542-24 x 42 points



C1485-48 x 42 points



C1426-36 x 36 points



C1390-24 x 24 points



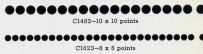
C1389-18 x 18 points



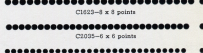
C1434-14 x 14 points



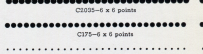
C2-12 x 12 points



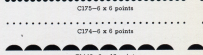
C1483-10 x 10 points



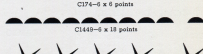
C1622-8 x 8 points



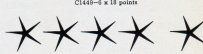
C1035-6 x 6 points



C1375-6 x 6 points



C174-6 x 6 points



C1449-6 x 18 points



B920-36 x 36 points



B918-24 x 24 points



B918-12 x 12 points



B1801-8 x 8 points

## PLAYING CARD SYMBOLS



C1386

C1387

C1388

C1389

42 x 36 points



C1422

C1423

C1424

C1425

30 x 24 points



C1418

C1419

C1420

C1421

16 x 12 points

# LUDLOW BORDERS AND ORNAMENTS

## ARTCRAFT ORNAMENTS

C817		10 point
C818		12 point
C819		14 point
C820		18 point
C821		24 point
C822		30 point
C823		36 point
C824		42 point
C825		48 point

## ARTCRAFT ORNAMENTS

C808		10 point
C809		12 point
C810		14 point
C811		18 point
C812		24 point
C813		30 point
C814		36 point
C815		42 point
C816		48 point

## ARTCRAFT ORNAMENTS

C799		10 point
C800		12 point
C801		14 point
C802		18 point
C803		24 point
C804		30 point
C805		36 point
C806		42 point
C807		48 point

## CAMEO ORNAMENTS

B827		12 point
B830		14 point
B833		18 point
B836		24 point
B839		30 point
B842		36 point
B845		42 point
B848		48 point

## FIVE POINTED STARS

Outline

C200		6 x 6 points
C201		8 x 8 points
C202		10 x 10 points
C18		12 x 12 points
C362		14 x 14 points
C363		18 x 18 points
C16		24 x 24 points
C364		30 x 30 points
C13		36 x 36 points

## CAMEO ORNAMENTS

Left Side

B826		12 point
B829		14 point
B832		18 point
B835		24 point
B838		30 point
B841		36 point
B844		42 point
B847		48 point

## FIVE POINTED STARS

Full Face

C2054		4 x 4 points
C281		6 x 6 points
C282		8 x 8 points
C283		10 x 10 points
C17		12 x 12 points
C365		14 x 14 points
C366		18 x 18 points
C15		24 x 24 points
C367		30 x 30 points
C14		36 x 36 points
C1010		42 x 42 pts.
C1011		48 x 48 pts.

## CAMEO ORNAMENTS

Right Side

B828		12 point
B831		14 point
B834		18 point
B837		24 point
B840		30 point
B843		36 point
B846		42 point
B849		48 point

# SELECTED BORDERS AND ORNAMENTS

## PATRIOTIC BORDERS AND ORNAMENTS



C1191-48 x 54 points



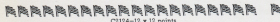
C1192-36 x 42 points



C1126-24 x 24 points



C1125-18 x 18 points



C1124-12 x 12 points



AA1236 Stars-AA1239 Stripes  
84 x 72 points



AA1236 Stars-AA1237 Stripes  
72 x 66 points



A1146 Stars-A1147 Stripes  
48 x 48 points



A1144 Stars-A1145 Stripes  
26 x 36 points



AA1142 Stars-AA1143 Stripes-72 x 60 points



A1140 Stars-A1141 Stripes-48 x 40 points



C1139-48 x 40 points



C1138-36 x 30 points



C1137-24 x 20 points



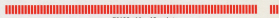
C1137-12 x 12 points



C2136-20 x 24 points



C2134-14 x 18 points



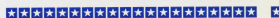
C2135-10 x 12 points



C2135-24 x 24 points



C2135-18 x 18 points



C2131-12 x 12 points

## HALLOWEEN BORDERS AND ORNAMENTS



A1160-48 x 48 points



A1159-24 x 24 points



A1158-36 x 30 points



A1157-18 x 15 points



A1156-36 x 24 points



A1149-24 x 16 points



A1148-18 x 12 points



A1155-36 x 36 points



A1153-18 x 18 points



A1154-12 x 12 points



A1152-36 x 36 points



A1152-24 x 24 points



A1151-18 x 18 points

# LUDLOW BORDERS AND ORNAMENTS



C1353-24 x 24 points



C1284-18 x 18 points



C975-18 x 18 points



C12-12 x 12 points



C974-12 x 12 points



C965-8 x 6 points



C817-12 x 24 points



C973-9 x 18 points



C972-6 x 12 points



C916-6 x 12 points



C990-6 x 8 points



C1798-12 x 12 points



C1797-12 x 12 points



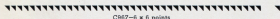
C988-9 x 9 points



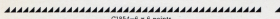
C969-9 x 9 points



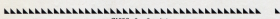
C966-8 x 6 points



C967-6 x 6 points



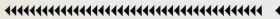
C1854-6 x 6 points



C1853-6 x 6 points



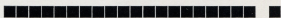
C971-18 x 9 points



C970-12 x 6 points



C1454-18 x 18 points



C1366-12 x 12 points



C1-12 x 12 points



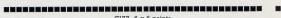
C1453-10 x 10 points



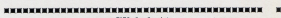
C1452-8 x 8 points



C1451-6 x 8 points



C177-6 x 6 points



C178-6 x 6 points



C483-6 x 18 points



C906-6 x 4 points



1908-24 x 34 points



1909-24 x 34 points



1910-24 x 24 points



1911-24 x 24 points



C980-12 x 36 points



C1591-48 x 54 points



C1590-36 x 42 points



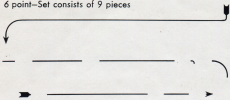
A50-36 x 48 points



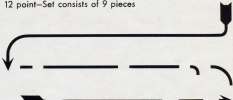
C1592-48 x 48 points

# LUDLOW COMPOSITE PIECE ARROWS

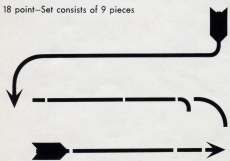
6 point—Set consists of 9 pieces



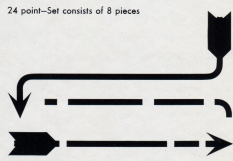
12 point—Set consists of 9 pieces



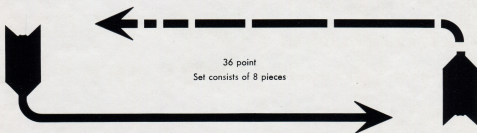
18 point—Set consists of 9 pieces



24 point—Set consists of 8 pieces



36 point  
Set consists of 8 pieces



## Coal

Now is the time to buy  
your supply of coal for  
winter at the best price  
SOUTHERN COAL CO.

Border for advertisement formed from 24-point piece arrows

Central Machinery Company  
470 Central Boulevard  
Chicago, Illinois

Border for window envelope formed from 6-point piece arrows



# CHRISTMAS BORDERS AND ORNAMENTS



A1555 Leaf-A1558 Berries-12 x 12 points



A1556 Leaf-A1559 Berries-12 x 24 points



A1557 Leaf-A1560 Berries-12 x 12 points



A1570 Leaf-A1573 Berries-18 x 18 points



A1571 Leaf-A1574 Berries-18 x 36 points



A1572 Leaf-A1575 Berries-18 x 18 points



A1552-12 x 12 points



A1553-12 x 24 points



A1554-12 x 12 points



A1567-18 x 18 points



A1568-18 x 36 points



A1569-18 x 18 points



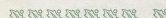
A1549-12 x 12 points



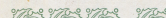
A1550-12 x 24 points



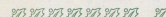
A1551-12 x 12 points



A1576-18 x 18 points



A1577-18 x 36 points



A1578-18 x 18 points



A1400 Leaf-A1401 Berries-12 x 12 points



A1402 Leaf-A1403 Berries-12 x 18 points



A1404 Leaf-A1405 Berries-12 x 12 points



A1305-12 x 12 points



A1306-12 x 18 points



A1307-12 x 12 points



A1412 Leaf-A1413 Berries-24 x 24 points



A1414 Leaf-A1415 Berries-24 x 36 points



A1416 Leaf-A1417 Berries-24 x 24 points



A1406 Leaf-A1407 Berries-18 x 18 points



A1408 Leaf-A1409 Berries-18 x 27 points



A1410 Leaf-A1411 Berries-18 x 18 points



A1311-24 x 24 points



A1312-24 x 36 points



A1313-24 x 24 points



A1308-18 x 18 points



A1309-18 x 27 points



A1310-18 x 18 points



B256-12 x 12 points



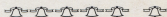
B257-12 x 12 points



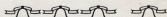
A1580 Wreath-A1581 Berries-36 x 36 points



A1579-36 x 36 points



A1561-12 x 24 points



A1562-18 x 36 points



A1563-36 x 30 points



A1564-36 x 30 points



A1564-36 x 30 points



A992-48 x 48 points

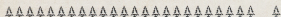


A991-48 x 48 points

# CHRISTMAS BORDERS AND ORNAMENTS



A2058-12 x 10 points



A2059-12 x 10 points



A2060-12 x 10 points



A2061-18 x 15 points



A2062-24 x 24 points



A2063-36 x 36 points



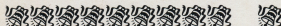
A2064-24 x 24 points



A2065-36 x 36 points



A2066-24 x 24 points



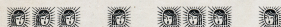
A2067-24 x 24 points



A2068-36 x 36 points



A2069-36 x 36 points



A2070-24 x 24 points

A2071-24 x 24 points



A2072-36 x 36 points

A2073-36 x 36 points



A2074-24 x 48 points



A2075-24 x 48 points



A2076-36 x 72 points



A2077-36 x 72 points



A2078-24 x 48 points



A2079-24 x 48 points



A2080-36 x 72 points



A2081-36 x 72 points



A2082-24 x 24 points



A2083-36 x 36 points



A2084-24 x 36 points

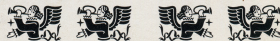


A2085-36 x 54 points



A2086-24 x 36 points

A2087-24 x 36 points



A2088-36 x 54 points

A2089-36 x 54 points

# LUDLOW MISCELLANEOUS MATRICES

## DOLLAR-SALE FIGURES

\$1

\$1

\$1

\$1

\$1

\$1

The 96, 72 and 60 point sizes of the Dollar-Sale Figures are cast vertically on the slug. The 48 and 36 point size without circle are available in matrices to cast vertically or horizontally with the slug.

Point Size 96 72 60 48 36 36 Point Figure in Circle

### LUDLOW BLACK VERTICAL DOLLAR MARKS

\$

\$

\$

\$

\$

\$

\$

\$

\$

\$

Point Size 42 36 30 24 48 42 36 30 24 18

### VERTICAL DOLLAR MARKS

### VERTICAL CENT MARKS—Cheltenham Bold Condensed

¢

¢

¢

¢

### VERTICAL CENT MARKS—Roman Bold

¢

¢

Point Size 120 96 84 72

Ludlow Vertical Dollar and Cent Marks are cast the long way of the slug making high or low adjustment possible with any figures.

### CENT MARKS—Roman Bold

¢

¢

¢

¢

¢

¢

### VERTICAL C MARKS—Medium Condensed Gothic

C

C

C

C

C

C

C

Point Size 48 42 36 30 24 18 14 12

Point Size 48 42 36 30 24 18 14 12

### CENT MARKS—Italic Bold

¢

¢

¢

¢

¢

¢

### VERTICAL C MARKS—Cheltenham Bold Condensed

C

C

C

C

C

C

C

Point Size 42 36 30 24 18 14 12

Point Size 48 42 36 30 24 18 14 12

### CENT MARKS—Century Bold and Bold Italic

¢

¢

¢

¢

¢

¢

c ea. c yd. c pr. c lb. c doz.

18 Point

Available in  $\frac{1}{8}$ " and  $\frac{1}{16}$ " matrices

Point Size 42 30 18 42 30 12

### LOGOTYPES—Tempo Heavy

$\frac{1}{2}$  C

$\frac{1}{2}$  C

$\frac{1}{2}$  C

$\frac{1}{2}$  C

### CENT MARKS—Roman Light

¢

¢

¢

¢

¢

### SPECIAL LOGOTYPES

ST ND RD TH

ST ND RD TH

Point Size 14 12 10 8 6 14 Point 1-3 Top Alignment 14 Point 2-BC Top Alignment

Point Size 72-60 48-42 36-30 24-18

### LUDLOW BLACK CENT MARKS

¢

¢

¢

¢

¢

¢

¢

¢

¢

¢

48 Point 42 Point 36 Point 30 Point 24 Point 18 Point 14 Point 12 Point 10 Point 8 Point

### LUDLOW BLACK ITALIC ASTERISKS

\*

12 Point

\*

14 Point

### LUDLOW BLACK ITALIC SECTION MARK

§

14 Point

# LUDLOW MISCELLANEOUS MATRICES

## ARITHMETICAL SIGNS

### Lightface

6 Point	+	-	×	÷	=
8 Point	+	-	×	÷	=
10 Point	+	-	×	÷	=
12 Point	+	-	×	÷	=

### Boldface

12 Point	+	-	×	÷	=
14 Point	+	-	×	÷	=
18 Point	+	-	×	÷	=

## NUMBER SIGNS

### Lightface

6 Point #	8 Point #	10 Point #	12 Point #
-----------	-----------	------------	------------

### Boldface

12 Point #	14 Point #	18 Point #
------------	------------	------------

## CARE-OF SIGNS

6 Point %	8 Point %	10 Point %	12 Point %
-----------	-----------	------------	------------

## INCH MARKS

48	42	36	30	24	18	14	12	10	8	6
----	----	----	----	----	----	----	----	----	---	---

## FOOT MARKS

48	42	36	30	24	18	14	12	10	8	6
----	----	----	----	----	----	----	----	----	---	---

## CHECK MARKS

Point Size	6	8	10	12
Light	✓	✓	✓	✓
Point Size	6	8	10	12
Bold	✓	✓	✓	✓

## RADICAL MARKS

Point Size	6	8	10	12	12	14
Light	✓	✓	✓	✓	Bold	✓

## DEGREE MARKS

6 Point °	8 Point °	10 Point °
-----------	-----------	------------

## COPYRIGHT SIGNS

6 Point ©	8 Point ©	10 Point ©
-----------	-----------	------------

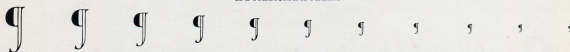
## COMMERCIAL SIGNS

Size	Pound	Com'l @	Sq. Gothic Com'l @	Account	Pec	Section	Italic Section	Dagger	Double Dagger
6 Point	lb	@	@	%	¢	§		†	‡
8 Point	lb	@	@	%	¢	§		†	‡
10 Point	lb	@	@	%	¢	§		†	‡
12 Point	lb	@	@	%	¢	§	§	†	‡
14 Point	lb	@		%	¢	§	§	†	‡
18 Point		@				§	§	†	‡
24 Point		@				§	§	†	‡

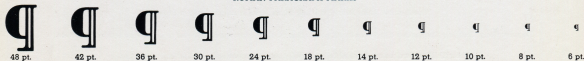
Section marks are made for Tempo Light 12 to 48 point inclusive, Tempo Bold 12 to 72 point inclusive and for Tempo Heavy Inline in the 24, 30, 36 and 48 point sizes.

Also made in 30, 36, 42 and 48 pt. Also made in 30, 36 and 48 pt.

## 11-L PARAGRAPH MARKS



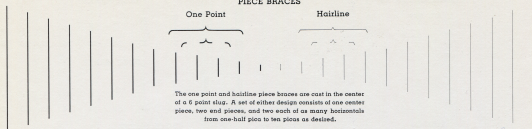
## ROMAN PARAGRAPH MARKS





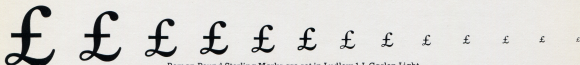
# LUDLOW MISCELLANEOUS MATRICES

## PIECE BRACES

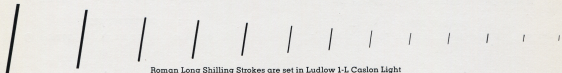


## POUND STERLING MARKS AND SHILLING STROKES

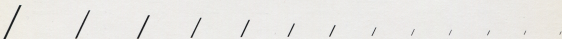
72 pt. 60 pt. 48 pt. 42 pt. 36 pt. 30 pt. 24 pt. 18 pt. 14 pt. 12 pt. 10 pt. 8 pt. 6 pt.



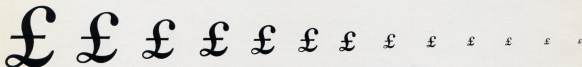
Roman Pound Sterling Marks are set in Ludlow 1-L Caslon Light



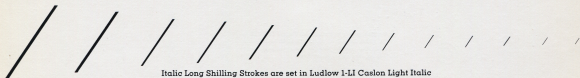
Roman Long Shilling Strokes are set in Ludlow 1-L Caslon Light



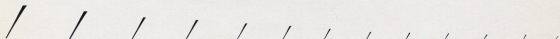
Roman Short Shilling Strokes



Italic Pound Sterling Marks are set in Ludlow 1-LI Caslon Light Italic



Italic Long Shilling Strokes are set in Ludlow 1-LI Caslon Light Italic



Italic Short Shilling Strokes

Pound Sterling Marks are available in all point sizes of all Ludlow typefaces—for purchase as extra characters. These may be substituted for the dollar mark without extra charge when desired.

The 6 point italic Pound Sterling Mark is on a roman body matrix

Regular (long) Shilling Strokes are available in all point sizes of all Ludlow typefaces—for purchase as extra characters.

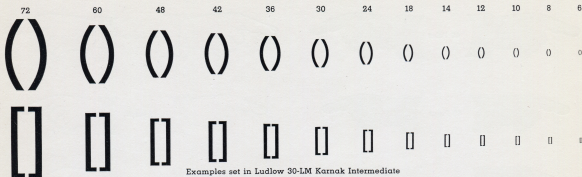
Short Shilling Strokes are available in all point sizes of practically all Ludlow typefaces.



# LUDLOW MISCELLANEOUS MATRICES

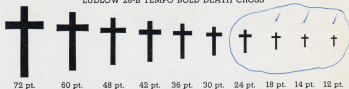
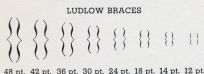
## LUDLOW PARENTHESES AND BRACKETS

Point Size



Parentheses and Brackets are included in the font in all point sizes of many Ludlow typefaces, as shown in the individual typeface specimen pages. In other typefaces, they are available for purchase as extra characters.

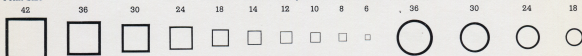
## LUDLOW 28-B TEMPO BOLD DEATH CROSS



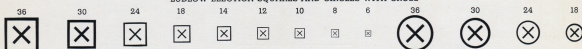
Death Crosses are made for Tempo Light 12 to 48 point inclusive, Tempo Heavy Inline 24, 30, 36 and 48 point, Castles Light Italic 14, 18, 24, 30, 36 and 48 point, Castles Old Face Heavy 18, 24, 36 and 48 point, Century Bold 14, 30, 36, 42 and 48 point, and Ludlow Black and Its Italic in 14 point.

Point Size

## LUDLOW ELECTION SQUARES AND CIRCLES



## LUDLOW ELECTION SQUARES AND CIRCLES WITH CROSS



## LUDLOW ASTERISKS

Point Size

### ROMAN LIGHT

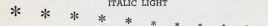


Point Size

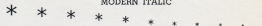
### MODERN



### ITALIC LIGHT



### MODERN ITALIC



## PER CENT MARKS

### VERTICAL PER CENT MARKS

Ludlow Vertical Per Cent Marks are cast the long way of the slug making high or low adjustment possible with any size figures. The three sizes shown here are  $\frac{3}{8}$  inch matrices.

72  
Point



84  
Point

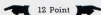
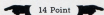
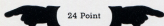


96  
Point

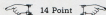
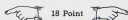
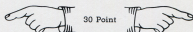
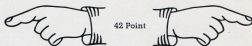
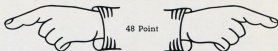


# LUDLOW MISCELLANEOUS MATRICES

FISTS—PULLFACE



FISTS—OUTLINE



CALENDAR FIGURES

23/30 24/31

30 Point 24-L Garamond

CORNER BLOCK FOR  
BUSINESS REPLY CARD



Window Indicators

No. 955

No. 956

PRESCRIPTION  
MARK



48 Point

Available in any standard  
typeface and point size

ARROWS



Matrix No. 1934

# LUDLOW MISCELLANEOUS MATRICES

## STUBBY ARROWHEADS

### Solid



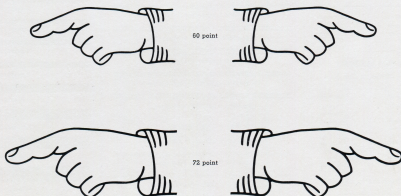
### Outline



## FISTS—FULLFACE



## FISTS—OUTLINE



# LUDLOW LEADERS AND RULES

## HORIZONTAL DOT LEADERS

One Dot to the em—1½ point Dot

No. 69 12 pt. alignment	No. 72 14 pt. alignment
No. 75 18 pt. alignment	

Two Dots to the em—1½ point Dot

No. 73 14 pt. alignment	No. 76 18 pt. alignment
-------------------------	-------------------------

Two Dots to the em—1½ point Dot

No. 70 12 pt. alignment

Three Dots to the em

No. 1008 ½ point dot	8 point alignment
----------------------	-------------------

No. 1009 ¼ point dot	10 point alignment
----------------------	--------------------

No. 71 1 point dot	12 point alignment
--------------------	--------------------

No. 74 1¼ point dot	14 point alignment
---------------------	--------------------

No. 77 1½ point dot	18 point alignment
---------------------	--------------------

Six Dots to the Pica—½ point Dot

Number	Alignment	Setwidth
921	6-8 point	2 points
922	6-8 point	4 points
924	6-8 point	6 points
925	6-8 point	8 points
926	6-8 point	10 points
927	6-8 point	12 points
928	6-8 point	14 points
929	6-8 point	16 points
930	6-8 point	18 points
931	6-8 point	20 points
932	6-8 point	22 points
933	6-8 point	24 points
934	6-8 point	26 points
935	6-8 point	28 points
936	6-8 point	30 points
937	6-8 point	32 points
938	6-8 point	34 points
939	6-8 point	36 points
940	6-8 point	38 points
941	6-8 point	40 points
942	6-8 point	42 points
943	6-8 point	44 points
944	6-8 point	46 points
945	6-8 point	48 points
946	6-8 point	50 points
947	6-8 point	52 points
948	6-8 point	54 points
949	6-8 point	56 points
950	6-8 point	58 points
951	6-8 point	60 points
952	6-8 point	62 points
953	6-8 point	64 points
954	6-8 point	66 points
955	6-8 point	68 points
956	6-8 point	70 points
957	6-8 point	72 points
958	6-8 point	74 points
959	6-8 point	76 points
960	6-8 point	78 points
961	6-8 point	80 points
962	6-8 point	82 points
963	6-8 point	84 points
964	6-8 point	86 points
965	6-8 point	88 points
966	6-8 point	90 points
967	6-8 point	92 points
968	6-8 point	94 points
969	6-8 point	96 points
970	6-8 point	98 points
971	6-8 point	100 points
972	6-8 point	102 points
973	6-8 point	104 points
974	6-8 point	106 points
975	6-8 point	108 points
976	6-8 point	110 points
977	6-8 point	112 points
978	6-8 point	114 points
979	6-8 point	116 points
980	6-8 point	118 points
981	6-8 point	120 points
982	6-8 point	122 points
983	6-8 point	124 points
984	6-8 point	126 points
985	6-8 point	128 points
986	6-8 point	130 points
987	6-8 point	132 points
988	6-8 point	134 points
989	6-8 point	136 points
990	6-8 point	138 points
991	6-8 point	140 points
992	6-8 point	142 points
993	6-8 point	144 points
994	6-8 point	146 points
995	6-8 point	148 points
996	6-8 point	150 points
997	6-8 point	152 points
998	6-8 point	154 points
999	6-8 point	156 points
1000	6-8 point	158 points

Three Dots to the Pica

No. 160 1 point dot	6-8 point alignment
---------------------	---------------------

Eight Dots to the Pica—¼ point Dot

Number	Alignment	Setwidth
343	10-12 point	18 points
344	10-12 point	20 points
345	6-12 point	22 points
346	6-12 point	24 points
347	6-12 point	26 points
348	6-12 point	28 points
349	6-12 point	30 points

## HORIZONTAL HYPHEN LEADERS

½ Point Hyphen—5 Hyphens to the Pica

Number	Alignment	Setwidth
198	6-8 point	12 points
199	6-8 point	14 points
200	6-8 point	16 points
201	6-8 point	18 points
202	6-8 point	20 points
203	6-8 point	22 points
204	6-8 point	24 points
205	6-8 point	26 points
206	6-8 point	28 points
207	6-8 point	30 points
208	6-8 point	32 points
209	6-8 point	34 points
210	6-8 point	36 points
211	6-8 point	38 points
212	6-8 point	40 points
213	6-8 point	42 points
214	6-8 point	44 points
215	6-8 point	46 points
216	6-8 point	48 points
217	6-8 point	50 points
218	6-8 point	52 points
219	6-8 point	54 points
220	6-8 point	56 points
221	6-8 point	58 points
222	6-8 point	60 points
223	6-8 point	62 points
224	6-8 point	64 points
225	6-8 point	66 points
226	6-8 point	68 points
227	6-8 point	70 points
228	6-8 point	72 points
229	6-8 point	74 points
230	6-8 point	76 points
231	6-8 point	78 points
232	6-8 point	80 points
233	6-8 point	82 points
234	6-8 point	84 points
235	6-8 point	86 points
236	6-8 point	88 points
237	6-8 point	90 points
238	6-8 point	92 points
239	6-8 point	94 points
240	6-8 point	96 points
241	6-8 point	98 points
242	6-8 point	100 points
243	6-8 point	102 points
244	6-8 point	104 points
245	6-8 point	106 points
246	6-8 point	108 points
247	6-8 point	110 points
248	6-8 point	112 points
249	6-8 point	114 points
250	6-8 point	116 points
251	6-8 point	118 points
252	6-8 point	120 points
253	6-8 point	122 points
254	6-8 point	124 points
255	6-8 point	126 points
256	6-8 point	128 points
257	6-8 point	130 points
258	6-8 point	132 points
259	6-8 point	134 points
260	6-8 point	136 points
261	6-8 point	138 points
262	6-8 point	140 points
263	6-8 point	142 points
264	6-8 point	144 points
265	6-8 point	146 points
266	6-8 point	148 points
267	6-8 point	150 points
268	6-8 point	152 points
269	6-8 point	154 points
270	6-8 point	156 points

½ Point Hyphen—2 Hyphens to the em

Number	Alignment	Setwidth
76	10-12 point	12 points
81	14 point	14 points
79	18 point	18 points

## HORIZONTAL HYPHEN LEADERS

½ Point Hyphen—3 Hyphens to the em

Number	Alignment	Setwidth
1083	6 point	6 points
1084	8 point	8 points
1085	10 point	10 points

## VERTICAL DOT LEADERS

½ Point Dot—6 Dots to the Pica

Number	Height	Setwidth
1314	12 points	6 points
1315	18 points	6 points
1316	20 points	6 points
1317	24 points	6 points
1318	28 points	6 points

1 Point Dot—6 Dots to the Pica

Number	Height	Setwidth
181	6 points	6 points
182	12 points	6 points
183	18 points	6 points
184	24 points	6 points
185	28 points	6 points

## VERTICAL HYPHEN LEADERS

Number	Height	Setwidth	Weight
82	12 points	6 points	1 point
83	12 points	6 points	½ point
84	18 points	6 points	½ point

## PARALLEL RULES

Side Face Cast on 6 Point Body

¼ point x ¼ point—1½ point space
1 point x 1 point—1 point space
1 point x 1 point—1½ point space

## PARALLEL RULES

Center Face Cast on 6 Point Body

¼ point x ¼ point—1 point space
¼ point x ¼ point—2 point space
1 point x 1 point—1 point space
1 point x 1 point—2½ point space
1 point x 1 point—4 point space
1½ point x 1½ point—1½ point space
2 point x 2 point—2 point space

## TWO LINE RULES

Side Face Cast on 6 Point Body

¼ point x 1 point—1½ point space
¼ point x 1½ point—3 point space
¾ point x 3 point—3 point space
1½ point x ¾ point—1½ point space

2 point x ¼ point—1 point space

2 point x 1 point—1 point space

½ point x 2 point—2 point space

½ point x 3 point—2 point space

2 point x 1 point—2 point space

¾ point x ¾ point—1½ point space

4 point x ½ point—1 point space

## COMBINATION RULES

Side Face Cast on 6 or 12 Point Body

¼ point x 2 point x ¼ point—1 point space
2 point x 1 point x 1 point x 2 point—2 point space
2½ point x 2½ point x 2½ point—3½ point space

## SINGLE LINE RULES

Side Face Cast on 6 Point Body

¼ point side face
1 point side face
2 point side face
3 point side face
4 point side face
5 point side face

## SINGLE LINE RULES

Center Face Cast on 6 or 12 Point Body

¼ point center face
1 point center face
2 point center face
3 point center face
4 point center face
5 point center face
6 point center face
8 point center face
10 point center face
12 point center face
14 point center face
18 point center face

# LUDLOW RULEFORM MATRICES

## Horizontal Rule Matrices

Hairline } Made up in sets of rule matrices of different set widths from 14 pica em to 21 pica ems, inclusive.  
One-point }

## Intersecting Rule Matrices

Standard Sizes							Horizontal Face	Vertical Face	Designation
12 pt.	14 pt.	16 pt.	18 pt.	20 pt.	22 pt.	24 pt.			
							Hairline	Hairline.....	RF 11-21
							Hairline	Double Hairline..... (2 point white space)	RF 12-21
							Hairline	Half-point.....	RF 13-21
							Hairline	Double Half-point..... (1 point white space)	RF 14A-21
							Hairline	Double Half-point..... (2 point white space)	RF 14-21
							Hairline	One-point.....	RF 17-21
							One-point	Hairline.....	RF 71-21
							One-point	Double Hairline..... (2 point white space)	RF 72-21
							One-point	Half-point.....	RF 73-21
							One-point	Double Half-point..... (1 point white space)	RF 74A-21
							One-point	Double Half-point..... (2 point white space)	RF 74-21
							One-point	One-point.....	RF 77-21

## Vertical Rule Matrices

Standard Sizes							Face	Designation
12 pt.	14 pt.	16 pt.	18 pt.	20 pt.	22 pt.	24 pt.		
							Hairline.....	RF 01-01
							Double Hairline..... (2 point white space)	RF 02-01
							Half-point.....	RF 03-01
							Double Half-point..... (1 point white space)	RF 04A-01
							Double Half-point..... (2 point white space)	RF 04-01
							One-point.....	RF 07-01

## Slug-Aligning Rule Matrices

Face	Designation	Standard Point Sizes: 12, 14, 16, 18, 20, 22, and 24 point
— Hairline.....	SA 10-91	
— One-point.....	SA 70-91	
Blank Space.....	SA 00-90	



# LUDLOW FOOD STORE 2-LINE LOGOTYPES

## 6 Point No. 3 Ludlow Lining Plate Gothic Heavy Condensed (6-LPHC)

[12 pt. over-all]

PER CAN 5000	LB. CAN 5001	LB. CANS 5002	GAL. CAN 5003	GAL. CANS 5004	REG. CAN 5005	REG. CANS 5006	TALL CAN 5007	TALL CANS 5008	SMALL CAN 5009	SMALL CANS 5010	LARGE CAN 5011	LARGE CANS 5012
NO. 1 CAN 5013	NO. 1 CANS 5014	NO. 2 CAN 5015	NO. 2 CANS 5016	NO. 2½ CAN 5017	NO. 2½ CANS 5018	NO. 3 CAN 5019	NO. 3 CANS 5020	8-OZ. CAN 5021	8-OZ. CANS 5022	12-OZ. CAN 5023	12-OZ. CANS 5024	
15-OZ. CAN 5025	15-OZ. CANS 5026	16-OZ. CAN 5027	16-OZ. CANS 5028	18-OZ. CAN 5029	18-OZ. CANS 5030	1-LB. CAN 5031	1-LB. CANS 5032	2-LB. CAN 5033	2-LB. CANS 5034	3-LB. CAN 5035	3-LB. CANS 5036	

GEORGIA PEACHES . . . 4 NO. 2½ CANS 65c      DEL MONTE SALMON . . . SMALL CAN 20c  
 DEL MONTE COFFEE . . 2 1-LB. CANS 55c      CORNED BEEF HASH . . . . . PER CAN 20c  
 CALIFORNIA PEARS . . 3 NO. 3 CANS 26c      DEL MONTE CORN . . . . . LARGE CAN 15c

6 point No. 3 Ludlow 6-LPHC Lining Plate Gothic Heavy Condensed Food Store Logotypes shown in combination with 18 point Ludlow 28-M Tempo Medium

## 10 Point Ludlow Tempo Medium (28-M)

[18 pt. over-all]

PER CAN 4000	LB. CAN 4001	LB. CANS 4002	GAL. CAN 4003	GAL. CANS 4004	REG. CAN 4005	REG. CANS 4006	TALL CAN 4007	TALL CANS 4008	SMALL CAN 4009	SMALL CANS 4010	LARGE CAN 4011	LARGE CANS 4012
NO. 1 CAN 4013	NO. 1 CANS 4014	NO. 2 CAN 4015	NO. 2 CANS 4016	NO. 2½ CAN 4017	NO. 2½ CANS 4018	NO. 3 CAN 4019	NO. 3 CANS 4020	8-OZ. CAN 4021	8-OZ. CANS 4022	12-OZ. CAN 4023	12-OZ. CANS 4024	
15-OZ. CAN 4025	15-OZ. CANS 4026	16-OZ. CAN 4027	16-OZ. CANS 4028	18-OZ. CAN 4029	18-OZ. CANS 4030	1-LB. CAN 4031	1-LB. CANS 4032	2-LB. CAN 4033	2-LB. CANS 4034	3-LB. CAN 4035	3-LB. CANS 4036	

ACE CORN . . . 3 NO. 2½ CANS 37c  
 PET MILK . . . . . 4 TALL CANS 25c

10 point Ludlow 28-M Tempo Medium Food Store Logotypes shown in combination with 48 point Ludlow 28-M Tempo Medium

In ordering Food Store 2-line logotypes, matrices desired may be designated by the numbers printed in red.

NOTE: Special small fonts of single-character matrices in 6 pt. No. 3 Ludlow Lining Plate Gothic Heavy Condensed (6-LPHC) and in 10 pt. Ludlow Tempo Medium (28-M) are available for setting combinations not included in the Food Store 2-line Logotype matrices shown above.

# LUDLOW FOOD STORE 2-LINE LOGOTYPES

6 Point No. 3 Ludlow Lining Plate Gothic Heavy Condensed (6-LPHC)

[12 pt. over-all]

PER PKG.	1-LB. PKG.	1-LB. PKGS.	1-LB. PKG.	1-LB. PKGS.	2-LB. PKG.	2-LB. PKGS.	3-LB. PKG.	3-LB. PKGS.	4-LB. PKG.	4-LB. PKGS.	5-LB. PKG.	5-LB. PKGS.	1/4-LB. PKG.	1/4-LB. PKGS.
5050	5051	5052	5053	5054	5055	5056	5057	5058	5059	5060	5061	5062	5063	5064
1/2-LB. PKG.	1/2-LB. PKGS.	3/4-LB. PKG.	3/4-LB. PKGS.	1 1/2-LB. PKG.	1 1/2-LB. PKGS.	1 3/4-LB. PKG.	1 3/4-LB. PKGS.	LARGE PKG.	LARGE PKGS.	SMALL PKG.	SMALL PKGS.	REG. PKG.	REG. PKGS.	
5065	5066	5067	5068	5069	5070	5071	5072	5073	5074	5075	5076	5077	5078	
MED. PKG.	MED. PKGS.	8-OZ. PKG.	8-OZ. PKGS.	15-OZ. PKG.	15-OZ. PKGS.	20-OZ. PKG.	20-OZ. PKGS.	32-OZ. PKG.	32-OZ. PKGS.	40-OZ. PKG.	40-OZ. PKGS.	PKG. OF 6	PKGS. OF 6	
5079	5080	5081	5082	5083	5084	5085	5086	5087	5088	5089	5090	5091	5092	

SOAP FLAKES . . . 4 LARGE PKGS. 98c      DRIED APRICOTS . . . LARGE PKGS. 20c  
 R & W FLOUR . . . 2 4-LB. PKGS. 89c      WILSON BACON . . . LB. PKG. 35c  
 CEYLON TEA . . . 2 1-LB. PKGS. 99c      WILSON COFFEE . . . 1/2-LB. PKG. 18c

6 point No. 3 Ludlow 6-LPHC Lining Plate Gothic Heavy Condensed Food Store Logotypes shown in combination with 16 point Ludlow 28-B Tempo Bold

10 Point Ludlow Tempo Medium (28-M)

[18 pt. over-all]

PER PKG.	1-LB. PKG.	1-LB. PKGS.	1-LB. PKG.	1-LB. PKGS.	2-LB. PKG.	2-LB. PKGS.	3-LB. PKG.	3-LB. PKGS.	4-LB. PKG.	4-LB. PKGS.	5-LB. PKG.	5-LB. PKGS.	1/4-LB. PKG.	1/4-LB. PKGS.
4050	4051	4052	4053	4054	4055	4056	4057	4058	4059	4060	4061	4062	4063	4064
1/2-LB. PKG.	1/2-LB. PKGS.	3/4-LB. PKG.	3/4-LB. PKGS.	1 1/2-LB. PKG.	1 1/2-LB. PKGS.	1 3/4-LB. PKG.	1 3/4-LB. PKGS.	LARGE PKG.	LARGE PKGS.	SMALL PKG.	SMALL PKGS.	REG. PKG.	REG. PKGS.	MED. PKG.
4065	4066	4067	4068	4069	4070	4071	4072	4073	4074	4075	4076	4077	4078	4079
MED. PKGS.	8-OZ. PKG.	8-OZ. PKGS.	15-OZ. PKG.	15-OZ. PKGS.	20-OZ. PKG.	20-OZ. PKGS.	32-OZ. PKG.	32-OZ. PKGS.	40-OZ. PKG.	40-OZ. PKGS.	PKG. OF 6	PKGS. OF 6	LB. BAG	LB. BAGS
4080	4081	4082	4083	4084	4085	4086	4087	4088	4089	4090	4091	4092	4101	4102

SUGAR . . . . 3 2-LB. PKGS. 89c  
 RAISINS . . . . 2 1-LB. PKGS. 25c

10 point Ludlow 28-M Tempo Medium Food Store Logotypes shown in combination with 36 point Ludlow 28-B Tempo Bold

In ordering Food Store 2-line logotypes, matrices desired may be designated by the numbers printed in red.

NOTE: Special small fonts of single-character matrices in 6 pt. No. 3 Ludlow Lining Plate Gothic Heavy Condensed (6-LPHC) and in 10 pt. Ludlow Tempo Medium (28-M) are available for setting combinations not included in the Food Store 2-line Logotype matrices shown above.

# LUDLOW LINING PLATE MISCELLANEOUS MATRICES

## FRACTIONS

18 POINT NO. 1	$\frac{1}{4}$	$\frac{1}{2}$	$\frac{3}{4}$	$\frac{1}{3}$	$\frac{2}{3}$	$\frac{1}{8}$	$\frac{3}{8}$	$\frac{5}{8}$	$\frac{7}{8}$
12 POINT NO. 3	$\frac{1}{4}$	$\frac{1}{2}$	$\frac{3}{4}$	$\frac{1}{3}$	$\frac{2}{3}$	$\frac{1}{8}$	$\frac{3}{8}$	$\frac{5}{8}$	$\frac{7}{8}$
12 POINT NO. 1	$\frac{1}{4}$	$\frac{1}{2}$	$\frac{3}{4}$	$\frac{1}{3}$	$\frac{2}{3}$	$\frac{1}{8}$	$\frac{3}{8}$	$\frac{5}{8}$	$\frac{7}{8}$
6 POINT NO. 4	$\frac{1}{4}$	$\frac{1}{2}$	$\frac{3}{4}$	$\frac{1}{3}$	$\frac{2}{3}$	$\frac{1}{8}$	$\frac{3}{8}$	$\frac{5}{8}$	$\frac{7}{8}$
6 POINT NO. 3	$\frac{1}{4}$	$\frac{1}{2}$	$\frac{3}{4}$	$\frac{1}{3}$	$\frac{2}{3}$	$\frac{1}{8}$	$\frac{3}{8}$	$\frac{5}{8}$	$\frac{7}{8}$

## EN-SET FRACTIONS

18 POINT NO. 1	$\frac{1}{4}$	$\frac{1}{2}$	$\frac{3}{4}$	$\frac{1}{3}$	$\frac{2}{3}$	$\frac{1}{8}$	$\frac{3}{8}$	$\frac{5}{8}$	$\frac{7}{8}$
12 POINT NO. 4	$\frac{1}{4}$	$\frac{1}{2}$	$\frac{3}{4}$	$\frac{1}{3}$	$\frac{2}{3}$	$\frac{1}{8}$	$\frac{3}{8}$	$\frac{5}{8}$	$\frac{7}{8}$
12 POINT NO. 3	$\frac{1}{4}$	$\frac{1}{2}$	$\frac{3}{4}$	$\frac{1}{3}$	$\frac{2}{3}$	$\frac{1}{8}$	$\frac{3}{8}$	$\frac{5}{8}$	$\frac{7}{8}$
12 POINT NO. 2	$\frac{1}{4}$	$\frac{1}{2}$	$\frac{3}{4}$	$\frac{1}{3}$	$\frac{2}{3}$	$\frac{1}{8}$	$\frac{3}{8}$	$\frac{5}{8}$	$\frac{7}{8}$
6 POINT NO. 3	$\frac{1}{4}$	$\frac{1}{2}$	$\frac{3}{4}$	$\frac{1}{3}$	$\frac{2}{3}$	$\frac{1}{8}$	$\frac{3}{8}$	$\frac{5}{8}$	$\frac{7}{8}$

## COMMERCE GOTHIC LIGHT FRACTIONS

## COMMERCE GOTHIC MEDIUM FRACTIONS

## COMMERCE GOTHIC MEDIUM CONDENSED FRACTIONS

18 POINT NO. 2	$\frac{1}{4}$	$\frac{1}{2}$	$\frac{3}{4}$	$\frac{1}{3}$	$\frac{2}{3}$	$\frac{1}{4}$	$\frac{1}{2}$	$\frac{3}{4}$	$\frac{1}{3}$	$\frac{2}{3}$	$\frac{1}{4}$	$\frac{1}{2}$	$\frac{3}{4}$	$\frac{1}{3}$	$\frac{2}{3}$
12 POINT NO. 4	$\frac{1}{4}$	$\frac{1}{2}$	$\frac{3}{4}$	$\frac{1}{3}$	$\frac{2}{3}$	$\frac{1}{4}$	$\frac{1}{2}$	$\frac{3}{4}$	$\frac{1}{3}$	$\frac{2}{3}$	$\frac{1}{4}$	$\frac{1}{2}$	$\frac{3}{4}$	$\frac{1}{3}$	$\frac{2}{3}$
12 POINT NO. 2	$\frac{1}{4}$	$\frac{1}{2}$	$\frac{3}{4}$	$\frac{1}{3}$	$\frac{2}{3}$	$\frac{1}{4}$	$\frac{1}{2}$	$\frac{3}{4}$	$\frac{1}{3}$	$\frac{2}{3}$	$\frac{1}{4}$	$\frac{1}{2}$	$\frac{3}{4}$	$\frac{1}{3}$	$\frac{2}{3}$
6 POINT NO. 4	$\frac{1}{4}$	$\frac{1}{2}$	$\frac{3}{4}$	$\frac{1}{3}$	$\frac{2}{3}$	$\frac{1}{4}$	$\frac{1}{2}$	$\frac{3}{4}$	$\frac{1}{3}$	$\frac{2}{3}$	$\frac{1}{4}$	$\frac{1}{2}$	$\frac{3}{4}$	$\frac{1}{3}$	$\frac{2}{3}$
6 POINT NO. 2	$\frac{1}{4}$	$\frac{1}{2}$	$\frac{3}{4}$	$\frac{1}{3}$	$\frac{2}{3}$	$\frac{1}{4}$	$\frac{1}{2}$	$\frac{3}{4}$	$\frac{1}{3}$	$\frac{2}{3}$	$\frac{1}{4}$	$\frac{1}{2}$	$\frac{3}{4}$	$\frac{1}{3}$	$\frac{2}{3}$

## LINING LITHO LIGHT FRACTIONS

## LINING LITHO BOLD FRACTIONS

18 POINT NO. 2	$\frac{1}{4}$	$\frac{1}{2}$	$\frac{3}{4}$	$\frac{1}{3}$	$\frac{2}{3}$	$\frac{1}{4}$	$\frac{1}{2}$	$\frac{3}{4}$	$\frac{1}{3}$	$\frac{2}{3}$
12 POINT NO. 4	$\frac{1}{4}$	$\frac{1}{2}$	$\frac{3}{4}$	$\frac{1}{3}$	$\frac{2}{3}$	$\frac{1}{4}$	$\frac{1}{2}$	$\frac{3}{4}$	$\frac{1}{3}$	$\frac{2}{3}$
12 POINT NO. 2	$\frac{1}{4}$	$\frac{1}{2}$	$\frac{3}{4}$	$\frac{1}{3}$	$\frac{2}{3}$	$\frac{1}{4}$	$\frac{1}{2}$	$\frac{3}{4}$	$\frac{1}{3}$	$\frac{2}{3}$
6 POINT NO. 4	$\frac{1}{4}$	$\frac{1}{2}$	$\frac{3}{4}$	$\frac{1}{3}$	$\frac{2}{3}$	$\frac{1}{4}$	$\frac{1}{2}$	$\frac{3}{4}$	$\frac{1}{3}$	$\frac{2}{3}$
6 POINT NO. 2	$\frac{1}{4}$	$\frac{1}{2}$	$\frac{3}{4}$	$\frac{1}{3}$	$\frac{2}{3}$	$\frac{1}{4}$	$\frac{1}{2}$	$\frac{3}{4}$	$\frac{1}{3}$	$\frac{2}{3}$

## PARENTHESES

POINT SIZE	6 No. 1	6 No. 2	6 No. 3	6 No. 4	12 No. 1	12 No. 2	12 No. 3	12 No. 4	18 No. 1	18 No. 2	24 No. 1	24 No. 2
Lining Plate Gothic												
Lining Litho Light												
Lining Litho Bold												
Commerce Gothic Light												
Commerce Gothic Medium												
Commerce Gothic Medium Condensed												

## PER CENT MARKS

6 Pt. No. 1	6 Pt. No. 2	6 Pt. No. 3	6 Pt. No. 4	12 Pt. No. 1	12 Pt. No. 2	12 Pt. No. 3	12 Pt. No. 4	18 Pt. No. 1	18 Pt. No. 2	24 Pt. No. 1	24 Pt. No. 2
%	%	%	%	%	%	%	%	%	%	%	%

## NOTE

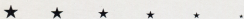
All sizes of the Ludlow Lining Plate Gothics align with each other, with ruleform matrices, and with any of the Lining Plate Gothic miscellaneous matrices shown on this page.

# LUDLOW LINING PLATE MISCELLANEOUS MATRICES

## FIVE POINTED STARS

Full Face

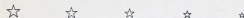
18 Pt. No. 1 12 Pt. No. 4 12 Pt. No. 3 12 Pt. No. 1 6 Pt. No. 3 6 Pt. No. 1



## FIVE POINTED STARS

Outline

18 Pt. No. 1 12 Pt. No. 4 12 Pt. No. 3 12 Pt. No. 1 6 Pt. No. 3



## ARITHMETICAL SIGNS

Lightface

6 POINT NO. 3 + - × ÷ =

12 POINT NO. 2 + - × ÷ =

12 POINT NO. 3 + - × ÷ =

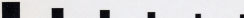
12 POINT NO. 4 + - × ÷ =

18 POINT NO. 1 + - × ÷ =

Boldface

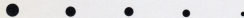
## SOLID SQUARES

18 Pt. No. 1 12 Pt. No. 4 12 Pt. No. 3 12 Pt. No. 2 12 Pt. No. 1 6 Pt. No. 3



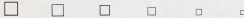
## SOLID DOTS

18 Pt. No. 1 12 Pt. No. 4 12 Pt. No. 3 12 Pt. No. 2 12 Pt. No. 1 6 Pt. No. 3



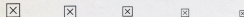
## ELECTION SQUARES

18 Pt. No. 1 12 Pt. No. 4 12 Pt. No. 3 12 Pt. No. 2 12 Pt. No. 1 6 Pt. No. 3



## ELECTION SQUARES WITH CROSS

18 Pt. No. 1 12 Pt. No. 4 12 Pt. No. 3 12 Pt. No. 2 12 Pt. No. 1



## MALTESE CROSSES

18 Pt. No. 1 12 Pt. No. 4 12 Pt. No. 3 12 Pt. No. 2 6 Pt. No. 3



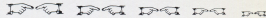
## FISTS FULLFACE

18 Pt. No. 1 12 Pt. No. 4 12 Pt. No. 3 12 Pt. No. 2 6 Pt. No. 3



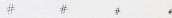
## FISTS OUTLINE

18 Pt. No. 1 12 Pt. No. 4 12 Pt. No. 3 12 Pt. No. 2 6 Pt. No. 3



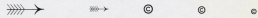
## NUMBER SIGNS

12 Pt. No. 4 12 Pt. No. 3 12 Pt. No. 2 6 Pt. No. 3



## ARROWS

12 Pt. No. 4 6 Pt. No. 3 12 Pt. No. 3 12 Pt. No. 1 6 Pt. No. 3



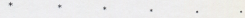
## COPYRIGHT SIGNS

12 Pt. No. 4 6 Pt. No. 3 12 Pt. No. 3 12 Pt. No. 1 6 Pt. No. 3



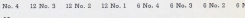
## ASTERISKS (Lightface)

18 Pt. No. 1 12 Pt. No. 4 12 Pt. No. 3 12 Pt. No. 2 6 Pt. No. 4 6 Pt. No. 3



## BRACKETS

Point Size 12 No. 4 12 No. 3 12 No. 2 12 No. 1 6 No. 4 6 No. 3 6 No. 2 6 No. 1



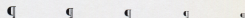
## BRACES

18 Pt. No. 1 12 Pt. No. 4



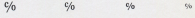
## PARAGRAPH MARKS

18 Pt. No. 1 12 Pt. No. 4 12 Pt. No. 3 12 Pt. No. 2 6 Pt. No. 3



## CARE-OF SIGNS

12 Pt. No. 4 12 Pt. No. 3 12 Pt. No. 2 6 Pt. No. 3



## COMMERCIAL SIGNS

	Pound	Com'l @	Account	Per	Section	Dagger	Double Dagger	Cent	Check	Degree	Inch	Foot
18 POINT NO. 1		@	%	¢	\$	†	‡	¢		°		!
12 POINT NO. 4	lb	@	%	¢	\$	†	‡	¢	✓	°		!
12 POINT NO. 3	lb	@	%	¢	\$	†	‡	¢	✓	°		!
12 POINT NO. 2	lb	@	%	¢	\$	†	‡	¢	✓	°		!
12 POINT NO. 1	lb	@	%	¢	\$	†	‡	¢		°		!
6 POINT NO. 4		@	%	¢	\$	†	‡	¢		°		!
6 POINT NO. 3	lb	@	%	¢	\$	†	‡	¢	✓	°		!

## NOTE

All sizes of the Ludlow Lining Plate Gothic align with each other, with ruleform matrices, and with any of the Lining Plate Gothic miscellaneous matrices shown on this page.



# LUDLOW MISCELLANEOUS MATRICES

## ARITHMETICAL SIGNS

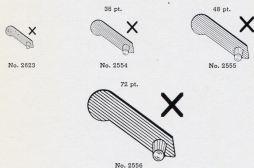
	Lightface									
6 Point	+	-	×	÷	=	±	>	<	√	∞
8 Point	+	-	×	÷	=	±	>	<	√	∞
10 Point	+	-	×	÷	=	±	>	<	√	∞
12 Point	+	-	×	÷	=	±	>	<	√	∞
14 Point	+	-	×	÷	=	±	>	<	√	∞
18 Point	+	-	×	÷	=	±	>	<	√	∞

## Boldface

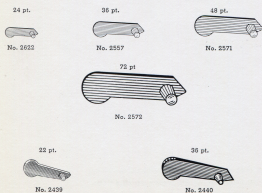
6 Point	+	-	×	÷	=	±	>	<	√	∞
8 Point	+	-	×	÷	=	±	>	<	√	∞
10 Point	+	-	×	÷	=	±	>	<	√	∞
12 Point	+	-	×	÷	=	±	>	<	√	∞
14 Point	+	-	×	÷	=	±	>	<	√	∞
18 Point	+	-	×	÷	=	±	>	<	√	∞

## VOTING MACHINE LEVER SYMBOLS

### With Cross



### Without Cross



## NUMBER SIGNS

### Lightface

6	8	10	12	14	18	24	30	36
#	#	#	#	#	#	#	#	#

### Boldface

6	8	10	12	14	18	24	30	36
#	#	#	#	#	#	#	#	#

## COMMERCIAL SIGNS

### Lightface Checks

6	8	10	12	14	18	24	30
✓	✓	✓	✓	✓	✓	✓	✓
36	42	48					
✓	✓	✓					

### Boldface Checks

6	8	10	12	14	18	24	30
✓	✓	✓	✓	✓	✓	✓	✓
36	42	48					
✓	✓	✓					

### Pound

36	48	12	14	18	24
£	£	©	©	©	©

### Copyright Marks

18	24	Account	Cent Marks
£	£	a/c	10 24
			¢ ¢

### Tempo Heavy Condensed Dollar Marks (cast long way of slug)

18	24	36	48
\$	\$	\$	\$

## ASTERISKS

60	72
*	*

60	72
*	*

## CARE-OF-SIGNS

c/o	c/o
14	18

## WINDOW CORNERS

10 point
Left Right

# LUDLOW DIAGONAL FRACTIONS

## LUDLOW 30-L KARNAK LIGHT

 $\frac{3}{4}$ 

48 Point

 $\frac{3}{4}$ 

42 Point

 $\frac{3}{4}$ 

36 Point

 $\frac{3}{4}$ 

30 Point

 $\frac{3}{4}$ 

24 Point

 $\frac{3}{4}$ 

18 Point

## LUDLOW 30-LM KARNAK INTERMEDIATE

 $\frac{3}{4}$ 

48 Point

 $\frac{3}{4}$ 

42 Point

 $\frac{3}{4}$ 

36 Point

 $\frac{3}{4}$ 

30 Point

 $\frac{3}{4}$ 

24 Point

 $\frac{3}{4}$ 

18 Point

## LUDLOW 30-LMI KARNAK INTERMEDIATE ITALIC

 $\frac{3}{4}$ 

48 Point

 $\frac{3}{4}$ 

42 Point

 $\frac{3}{4}$ 

36 Point

 $\frac{3}{4}$ 

30 Point

 $\frac{3}{4}$ 

24 Point

 $\frac{3}{4}$ 

18 Point

## LUDLOW 30-M KARNAK MEDIUM

 $\frac{3}{4}$ 

48 Point

 $\frac{3}{4}$ 

42 Point

 $\frac{3}{4}$ 

36 Point

 $\frac{3}{4}$ 

30 Point

 $\frac{3}{4}$ 

24 Point

 $\frac{3}{4}$ 

18 Point

## LUDLOW 30-MEC KARNAK OBELISK

 $\frac{3}{4}$ 

48 Point

 $\frac{3}{4}$ 

42 Point

 $\frac{3}{4}$ 

36 Point

 $\frac{3}{4}$ 

30 Point

 $\frac{3}{4}$ 

24 Point

 $\frac{3}{4}$ 

18 Point

## LUDLOW 30-H KARNAK BLACK

 $\frac{3}{4}$ 

48 Point

 $\frac{3}{4}$ 

42 Point

 $\frac{3}{4}$ 

36 Point

 $\frac{3}{4}$ 

30 Point

 $\frac{3}{4}$ 

24 Point

 $\frac{3}{4}$ 

18 Point

## LUDLOW 30-HI KARNAK BLACK ITALIC

 $\frac{3}{4}$ 

48 Point

 $\frac{3}{4}$ 

42 Point

 $\frac{3}{4}$ 

36 Point

 $\frac{3}{4}$ 

30 Point

 $\frac{3}{4}$ 

24 Point

 $\frac{3}{4}$ 

18 Point

## LUDLOW 30-HC KARNAK BLACK CONDENSED

 $\frac{3}{4}$ 

48 Point

 $\frac{3}{4}$ 

42 Point

 $\frac{3}{4}$ 

36 Point

 $\frac{3}{4}$ 

30 Point

 $\frac{3}{4}$ 

24 Point

 $\frac{3}{4}$ 

18 Point

Each set of the above fractions contains 2 each of the following characters:

 $\frac{1}{2}$ 
 $\frac{1}{3}$ 
 $\frac{2}{3}$ 
 $\frac{1}{4}$ 
 $\frac{3}{4}$ 

(%—Per cent Marks also available as extra sorts in all of the above sizes of these series.)

# LUDLOW DIAGONAL FRACTIONS

## LUDLOW 28-L TEMPO LIGHT

 $\frac{3}{4}$ 

48 Point

 $\frac{3}{4}$ 

42 Point

 $\frac{3}{4}$ 

36 Point

 $\frac{3}{4}$ 

30 Point

 $\frac{3}{4}$ 

24 Point

 $\frac{3}{4}$ 

18 Point

## LUDLOW 28-M TEMPO MEDIUM

 $\frac{3}{4}$ 

48 Point

 $\frac{3}{4}$ 

42 Point

 $\frac{3}{4}$ 

36 Point

 $\frac{3}{4}$ 

30 Point

 $\frac{3}{4}$ 

24 Point

 $\frac{3}{4}$ 

18 Point

## LUDLOW 28-B TEMPO BOLD

 $\frac{3}{4}$ 

48 Point

 $\frac{3}{4}$ 

42 Point

 $\frac{3}{4}$ 

36 Point

 $\frac{3}{4}$ 

30 Point

 $\frac{3}{4}$ 

24 Point

 $\frac{3}{4}$ 

18 Point

## LUDLOW 28-BI TEMPO BOLD ITALIC

 $\frac{3}{4}$ 

48 Point

 $\frac{3}{4}$ 

42 Point

 $\frac{3}{4}$ 

36 Point

 $\frac{3}{4}$ 

30 Point

 $\frac{3}{4}$ 

24 Point

 $\frac{3}{4}$ 

18 Point

## LUDLOW 28-BC TEMPO BOLD CONDENSED

 $\frac{3}{4}$ 

48 Point

 $\frac{3}{4}$ 

42 Point

 $\frac{3}{4}$ 

36 Point

 $\frac{3}{4}$ 

30 Point

 $\frac{3}{4}$ 

24 Point

 $\frac{3}{4}$ 

18 Point

## LUDLOW 28-H TEMPO HEAVY

 $\frac{3}{4}$ 

48 Point

 $\frac{3}{4}$ 

42 Point

 $\frac{3}{4}$ 

36 Point

 $\frac{3}{4}$ 

30 Point

 $\frac{3}{4}$ 

24 Point

 $\frac{3}{4}$ 

18 Point

## LUDLOW 28-HC TEMPO HEAVY CONDENSED

 $\frac{3}{4}$ 

48 Point

 $\frac{3}{4}$ 

42 Point

 $\frac{3}{4}$ 

36 Point

 $\frac{3}{4}$ 

30 Point

 $\frac{3}{4}$ 

24 Point

 $\frac{3}{4}$ 

18 Point

## LUDLOW 28-HCI TEMPO HEAVY CONDENSED ITALIC

 $\frac{3}{4}$ 

48 Point

 $\frac{3}{4}$ 

42 Point

 $\frac{3}{4}$ 

36 Point

 $\frac{3}{4}$ 

30 Point

 $\frac{3}{4}$ 

24 Point

 $\frac{3}{4}$ 

18 Point

Each set of the above fractions contains 2 each of the following characters:

 $\frac{1}{2}$ 
 $\frac{1}{3}$ 
 $\frac{2}{3}$ 
 $\frac{1}{4}$ 
 $\frac{3}{4}$ 

(%—Per cent Marks also available as extra sorts in all of the above sizes of these series.)

# LUDLOW DIAGONAL FRACTIONS

## LUDLOW 3-B BODONI BOLD

**3/4**

48 Point

**3/4**

42 Point

**3/4**

36 Point

**3/4**

30 Point

**3/4**

24 Point

**3/4**

18 Point

## LUDLOW 3-BEC BODONI CAMPANILE

**3/4**

48 Point

**3/4**

42 Point

**3/4**

36 Point

**3/4**

30 Point

**3/4**

24 Point

**3/4**

18 Point

## LUDLOW 3-H BODONI BLACK

**3/4**

48 Point

**3/4**

42 Point

**3/4**

36 Point

**3/4**

30 Point

**3/4**

24 Point

**3/4**

18 Point

## LUDLOW 6-C CONDENSED GOTHIC

**3/4**

48 Point

**3/4**

42 Point

**3/4**

36 Point

**3/4**

30 Point

**3/4**

24 Point

**3/4**

18 Point

## LUDLOW 6-B MEDIUM CONDENSED GOTHIC

**3/4**

48 Point

**3/4**

42 Point

**3/4**

36 Point

**3/4**

30 Point

**3/4**

24 Point

**3/4**

18 Point

## LUDLOW 6-FEC FRANKLIN GOTHIC EXTRA CONDENSED

**3/4**

48 Point

**3/4**

42 Point

**3/4**

36 Point

**3/4**

30 Point

**3/4**

24 Point

**3/4**

18 Point

## LUDLOW 42-MIC CORONET

**3/4**

72 Point

**3/4**

60 Point

**3/4**

48 Point

**3/4**

42 Point

**3/4**

36 Point

**3/4**

30 Point

**3/4**

24 Point

**3/4**

18 Point

## LUDLOW 42-BIC CORONET BOLD

**3/4**

72 Point

**3/4**

60 Point

**3/4**

48 Point

**3/4**

42 Point

**3/4**

36 Point

**3/4**

30 Point

**3/4**

24 Point

**3/4**

18 Point

Each set of the above fractions contains 2 each of the following characters:

1/2

1/3

2/3

1/4

3/4

(%—Per cent Marks also available as extra sorts in all of the above sizes of these series.)



# LUDLOW DIAGONAL FRACTIONS

## LUDLOW 43-M RADIANT MEDIUM

 $\frac{3}{4}$ 

72 Point

 $\frac{3}{4}$ 

60 Point

 $\frac{3}{4}$ 

48 Point

 $\frac{3}{4}$ 

42 Point

 $\frac{3}{4}$ 

36 Point

 $\frac{3}{4}$ 

30 Point

 $\frac{3}{4}$ 

24 Point

 $\frac{3}{4}$ 

18 Point

## LUDLOW 43-B RADIANT BOLD

 $\frac{3}{4}$ 

48 Point

 $\frac{3}{4}$ 

42 Point

 $\frac{3}{4}$ 

36 Point

 $\frac{3}{4}$ 

30 Point

 $\frac{3}{4}$ 

24 Point

 $\frac{3}{4}$ 

18 Point

## LUDLOW 43-BC RADIANT BOLD CONDENSED

 $\frac{3}{4}$ 

48 Point

 $\frac{3}{4}$ 

42 Point

 $\frac{3}{4}$ 

36 Point

 $\frac{3}{4}$ 

30 Point

 $\frac{3}{4}$ 

24 Point

 $\frac{3}{4}$ 

18 Point

## LUDLOW 43-BEC RADIANT BOLD EXTRA CONDENSED

 $\frac{3}{4}$ 

72 Point

 $\frac{3}{4}$ 

60 Point

 $\frac{3}{4}$ 

48 Point

 $\frac{3}{4}$ 

42 Point

 $\frac{3}{4}$ 

36 Point

 $\frac{3}{4}$ 

30 Point

 $\frac{3}{4}$ 

24 Point

 $\frac{3}{4}$ 

18 Point

## LUDLOW 43-H RADIANT HEAVY

 $\frac{3}{4}$ 

72 Point

 $\frac{3}{4}$ 

60 Point

 $\frac{3}{4}$ 

48 Point

 $\frac{3}{4}$ 

42 Point

 $\frac{3}{4}$ 

36 Point

 $\frac{3}{4}$ 

30 Point

 $\frac{3}{4}$ 

24 Point

 $\frac{3}{4}$ 

18 Point

## LUDLOW 38-HIC HAUSER SCRIPT

 $\frac{3}{4}$ 

72 Point

 $\frac{3}{4}$ 

60 Point

 $\frac{3}{4}$ 

48 Point

 $\frac{3}{4}$ 

36 Point

 $\frac{3}{4}$ 

24 Point

Each set of the above fractions contains 2 each of the following characters:

 $\frac{1}{2}$  $\frac{1}{3}$  $\frac{2}{3}$  $\frac{1}{4}$  $\frac{3}{4}$ 

(%—Per cent Marks also available as extra sorts in all of the above sizes of these series.)

# LUDLOW DIAGONAL FRACTIONS

## LUDLOW 28-EH TEMPO BLACK DIAGONAL FRACTIONS

**3/4**

48 Point

**3/4**

42 Point

**3/4**

36 Point

**3/4**

30 Point

**3/4**

24 Point

**3/4**

18 Point

## LUDLOW 30-HCI KARNAK BLACK CONDENSED ITALIC DIAGONAL FRACTIONS

**3/4**

48 Point

**3/4**

42 Point

**3/4**

36 Point

**3/4**

30 Point

**3/4**

24 Point

**3/4**

18 Point

## LUDLOW 3-BECI BODONI CAMPANILE ITALIC DIAGONAL FRACTIONS

**3/4**

48 Point

**3/4**

42 Point

**3/4**

36 Point

**3/4**

30 Point

**3/4**

24 Point

**3/4**

18 Point

Each set of the above fractions contains 2 each of the following characters:

$\frac{1}{2}$

$\frac{1}{3}$

$\frac{2}{3}$

$\frac{1}{4}$

$\frac{3}{4}$

## LUDLOW 6-B MEDIUM CONDENSED GOTHIC DIAGONAL FRACTIONS

**3/8**

48 Point

**3/8**

42 Point

**3/8**

36 Point

**3/8**

30 Point

**3/8**

24 Point

**3/8**

18 Point

**3/8**

14 Point

**3/8**

12 Point

**3/8**

10 Point

Made in the following denominations:  $\frac{1}{2}$   $\frac{1}{3}$   $\frac{2}{3}$   $\frac{1}{4}$   $\frac{3}{4}$   $\frac{1}{8}$   $\frac{3}{8}$   $\frac{5}{8}$

$\frac{1}{2}$   $\frac{1}{3}$   $\frac{2}{3}$   $\frac{1}{4}$   $\frac{3}{4}$   $\frac{1}{8}$   $\frac{3}{8}$   $\frac{5}{8}$   $\frac{7}{8}$   $\frac{1}{16}$   $\frac{3}{16}$   $\frac{5}{16}$   $\frac{7}{16}$   $\frac{9}{16}$   $\frac{11}{16}$   $\frac{13}{16}$   $\frac{15}{16}$   $\frac{1}{32}$   $\frac{1}{64}$

The above fractions made in sizes from 6 to 14 point

## LUDLOW 28-H TEMPO HEAVY DIAGONAL FRACTIONS

$\frac{1}{2}$   $\frac{1}{3}$   $\frac{2}{3}$   $\frac{1}{4}$   $\frac{3}{4}$   $\frac{1}{8}$   $\frac{3}{8}$   $\frac{5}{8}$   $\frac{7}{8}$

14 Point

$\frac{1}{2}$   $\frac{1}{3}$   $\frac{2}{3}$   $\frac{1}{4}$   $\frac{3}{4}$   $\frac{1}{8}$   $\frac{3}{8}$   $\frac{5}{8}$   $\frac{7}{8}$

12 Point

$\frac{1}{2}$   $\frac{1}{3}$   $\frac{2}{3}$   $\frac{1}{4}$   $\frac{3}{4}$   $\frac{1}{8}$   $\frac{3}{8}$   $\frac{5}{8}$   $\frac{7}{8}$

10 Point

$\frac{1}{2}$   $\frac{1}{3}$   $\frac{2}{3}$   $\frac{1}{4}$   $\frac{3}{4}$   $\frac{1}{8}$   $\frac{3}{8}$   $\frac{5}{8}$   $\frac{7}{8}$

8 Point

## LUDLOW 47-H SAMSON DIAGONAL FRACTIONS

**$\frac{1}{2}$   $\frac{1}{3}$   $\frac{2}{3}$   $\frac{1}{4}$   $\frac{3}{4}$**

48 Point

**$\frac{1}{2}$   $\frac{1}{3}$   $\frac{2}{3}$   $\frac{1}{4}$   $\frac{3}{4}$**

36 Point

**$\frac{1}{2}$   $\frac{1}{3}$   $\frac{2}{3}$   $\frac{1}{4}$   $\frac{3}{4}$**

24 Point

## LUDLOW 28-M TEMPO MEDIUM DIAGONAL FRACTIONS

$\frac{1}{2}$   $\frac{1}{3}$   $\frac{2}{3}$   $\frac{1}{4}$   $\frac{3}{4}$   $\frac{1}{8}$   $\frac{3}{8}$   $\frac{5}{8}$   $\frac{7}{8}$

10 Point

**$\frac{1}{4}$**

72 Point

**$\frac{1}{2}$**

72 Point

**$\frac{1}{4}$**

60 Point

**$\frac{1}{2}$**

60 Point

## LUDLOW 28-MC TEMPO MEDIUM CONDENSED DIAGONAL FRACTIONS

(%—Per cent Marks also available as extra sorts in all of the above sizes of these series.)

# LUDLOW DIAGONAL AND EN-SET FRACTIONS

## LUDLOW 30-MI KARNAK MEDIUM ITALIC

 $\frac{3}{4}$ 

48 Point

 $\frac{3}{4}$ 

42 Point

 $\frac{3}{4}$ 

36 Point

 $\frac{3}{4}$ 

30 Point

 $\frac{3}{4}$ 

24 Point

 $\frac{3}{4}$ 

18 Point

## LUDLOW 30-LM KARNAK INTERMEDIATE

 $\frac{3}{4}$ 

72 Point

 $\frac{3}{4}$ 

60 Point

## LUDLOW 3-M BODONI MODERN

 $\frac{3}{4}$ 

48 pt.

 $\frac{3}{4}$ 

42 pt.

 $\frac{3}{4}$ 

36 pt.

 $\frac{3}{4}$ 

30 pt.

 $\frac{3}{4}$ 

24 pt.

 $\frac{3}{4}$ 

18 pt.

## LUDLOW 30-H KARNAK BLACK

 $\frac{3}{4}$ 

72 Point

 $\frac{3}{4}$ 

60 Point

## LUDLOW 6-B MEDIUM CONDENSED GOTHIC

 $\frac{3}{4}$ 

72 Point

 $\frac{3}{4}$ 

60 Point

 $\frac{3}{4}$ 

72 pt.

 $\frac{3}{4}$ 

60 pt.

 $\frac{3}{4}$ 

48 pt.

 $\frac{3}{4}$ 

42 pt.

 $\frac{3}{4}$ 

36 pt.

 $\frac{3}{4}$ 

30 pt.

 $\frac{3}{4}$ 

24 pt.

 $\frac{3}{4}$ 

18 pt.

 $\frac{3}{4}$ 

14 pt.

 $\frac{3}{4}$ 

12 pt.

 $\frac{3}{4}$ 

10 pt.

 $\frac{3}{4}$ 

8 pt.

 $\frac{3}{4}$ 

6 pt.

## LUDLOW 28-B TEMPO BOLD EN-SET FRACTIONS

 $\frac{3}{4}$ 

72 pt.

 $\frac{3}{4}$ 

60 pt.

 $\frac{3}{4}$ 

48 pt.

 $\frac{3}{4}$ 

42 pt.

 $\frac{3}{4}$ 

36 pt.

 $\frac{3}{4}$ 

30 pt.

 $\frac{3}{4}$ 

24 pt.

 $\frac{3}{4}$ 

18 pt.

 $\frac{3}{4}$ 

14 pt.

 $\frac{3}{4}$ 

12 pt.

## LUDLOW 28-H TEMPO HEAVY EN-SET FRACTIONS

 $\frac{3}{4}$ 

72 pt.

 $\frac{3}{4}$ 

60 pt.

 $\frac{3}{4}$ 

48 pt.

 $\frac{3}{4}$ 

42 pt.

 $\frac{3}{4}$ 

36 pt.

 $\frac{3}{4}$ 

30 pt.

 $\frac{3}{4}$ 

24 pt.

 $\frac{3}{4}$ 

18 pt.

 $\frac{3}{4}$ 

14 pt.

 $\frac{3}{4}$ 

12 pt.

Each set of the above fractions contains 2 each of the following characters:

 $\frac{1}{2}$ 
 $\frac{1}{3}$ 
 $\frac{2}{3}$ 
 $\frac{1}{4}$ 
 $\frac{3}{4}$ 

(%-Per cent Marks also available as extra sorts in all of the above sizes of these series.)

 $\frac{1}{5}$ 

72 Point

 $\frac{1}{5}$ 

60 Point

 $\frac{1}{5}$ 

48 Point

 $\frac{1}{5}$ 

42 Point

 $\frac{1}{5}$ 

36 Point

 $\frac{1}{5}$ 

30 Point

 $\frac{1}{5}$ 

24 Point

 $\frac{1}{5}$ 

18 Point

 $\frac{4}{5}$ 

72 Point

 $\frac{4}{5}$ 

60 Point

 $\frac{4}{5}$ 

48 Point

 $\frac{4}{5}$ 

42 Point

 $\frac{4}{5}$ 

36 Point

 $\frac{4}{5}$ 

30 Point

 $\frac{4}{5}$ 

24 Point

 $\frac{4}{5}$ 

18 Point

## LUDLOW EN-SET BOLD FRACTIONS

 $\frac{3}{4}$ 

72 Point

 $\frac{3}{4}$ 

60 Point

 $\frac{3}{4}$ 

72 Point

 $\frac{3}{4}$ 

60 Point

## LUDLOW EN-SET LIGHT FRACTIONS

 $\frac{3}{4}$ 

72 Point

 $\frac{3}{4}$ 

60 Point

# LUDLOW EN-SET BOLD AND LIGHT FRACTIONS

**$\frac{1}{4}$   $\frac{1}{2}$   $\frac{3}{4}$   $\frac{1}{3}$   $\frac{2}{3}$   $\frac{1}{8}$   $\frac{3}{8}$   $\frac{5}{8}$   $\frac{7}{8}$**

48 Point

**$\frac{1}{4}$   $\frac{1}{2}$   $\frac{3}{4}$   $\frac{1}{3}$   $\frac{2}{3}$   $\frac{1}{8}$   $\frac{3}{8}$   $\frac{5}{8}$   $\frac{7}{8}$**

48 Point

**$\frac{1}{4}$   $\frac{1}{2}$   $\frac{3}{4}$   $\frac{1}{3}$   $\frac{2}{3}$   $\frac{1}{8}$   $\frac{3}{8}$   $\frac{5}{8}$   $\frac{7}{8}$**

42 Point

**$\frac{1}{4}$   $\frac{1}{2}$   $\frac{3}{4}$   $\frac{1}{3}$   $\frac{2}{3}$   $\frac{1}{8}$   $\frac{3}{8}$   $\frac{5}{8}$   $\frac{7}{8}$**

42 Point

**$\frac{1}{4}$   $\frac{1}{2}$   $\frac{3}{4}$   $\frac{1}{3}$   $\frac{2}{3}$   $\frac{1}{8}$   $\frac{3}{8}$   $\frac{5}{8}$   $\frac{7}{8}$**

36 Point

**$\frac{1}{4}$   $\frac{1}{2}$   $\frac{3}{4}$   $\frac{1}{3}$   $\frac{2}{3}$   $\frac{1}{8}$   $\frac{3}{8}$   $\frac{5}{8}$   $\frac{7}{8}$**

36 Point

**$\frac{1}{4}$   $\frac{1}{2}$   $\frac{3}{4}$   $\frac{1}{3}$   $\frac{2}{3}$   $\frac{1}{8}$   $\frac{3}{8}$   $\frac{5}{8}$   $\frac{7}{8}$**

30 Point

**$\frac{1}{4}$   $\frac{1}{2}$   $\frac{3}{4}$   $\frac{1}{3}$   $\frac{2}{3}$   $\frac{1}{8}$   $\frac{3}{8}$   $\frac{5}{8}$   $\frac{7}{8}$**

30 Point

**$\frac{1}{4}$   $\frac{1}{2}$   $\frac{3}{4}$   $\frac{1}{3}$   $\frac{2}{3}$   $\frac{1}{8}$   $\frac{3}{8}$   $\frac{5}{8}$   $\frac{7}{8}$**

24 Point

**$\frac{1}{4}$   $\frac{1}{2}$   $\frac{3}{4}$   $\frac{1}{3}$   $\frac{2}{3}$   $\frac{1}{8}$   $\frac{3}{8}$   $\frac{5}{8}$   $\frac{7}{8}$**

24 Point

**$\frac{1}{4}$   $\frac{1}{2}$   $\frac{3}{4}$   $\frac{1}{3}$   $\frac{2}{3}$   $\frac{1}{8}$   $\frac{3}{8}$   $\frac{5}{8}$   $\frac{7}{8}$**

18 Point

**$\frac{1}{4}$   $\frac{1}{2}$   $\frac{3}{4}$   $\frac{1}{3}$   $\frac{2}{3}$   $\frac{1}{8}$   $\frac{3}{8}$   $\frac{5}{8}$   $\frac{7}{8}$**

18 Point

**$\frac{1}{4}$   $\frac{1}{2}$   $\frac{3}{4}$   $\frac{1}{3}$   $\frac{2}{3}$   $\frac{1}{8}$   $\frac{3}{8}$   $\frac{5}{8}$   $\frac{7}{8}$**

14 Point

**$\frac{1}{4}$   $\frac{1}{2}$   $\frac{3}{4}$   $\frac{1}{3}$   $\frac{2}{3}$   $\frac{1}{8}$   $\frac{3}{8}$   $\frac{5}{8}$   $\frac{7}{8}$**

14 Point

**$\frac{1}{4}$   $\frac{1}{2}$   $\frac{3}{4}$   $\frac{1}{3}$   $\frac{2}{3}$   $\frac{1}{8}$   $\frac{3}{8}$   $\frac{5}{8}$   $\frac{7}{8}$**

12 Point

**$\frac{1}{4}$   $\frac{1}{2}$   $\frac{3}{4}$   $\frac{1}{3}$   $\frac{2}{3}$   $\frac{1}{8}$   $\frac{3}{8}$   $\frac{5}{8}$   $\frac{7}{8}$**

12 Point

**$\frac{1}{4}$   $\frac{1}{2}$   $\frac{3}{4}$   $\frac{1}{3}$   $\frac{2}{3}$   $\frac{1}{8}$   $\frac{3}{8}$   $\frac{5}{8}$   $\frac{7}{8}$**

10 Point

**$\frac{1}{4}$   $\frac{1}{2}$   $\frac{3}{4}$   $\frac{1}{3}$   $\frac{2}{3}$   $\frac{1}{8}$   $\frac{3}{8}$   $\frac{5}{8}$   $\frac{7}{8}$**

10 Point

**$\frac{1}{4}$   $\frac{1}{2}$   $\frac{3}{4}$   $\frac{1}{3}$   $\frac{2}{3}$   $\frac{1}{8}$   $\frac{3}{8}$   $\frac{5}{8}$   $\frac{7}{8}$**

8 Point

**$\frac{1}{4}$   $\frac{1}{2}$   $\frac{3}{4}$   $\frac{1}{3}$   $\frac{2}{3}$   $\frac{1}{8}$   $\frac{3}{8}$   $\frac{5}{8}$   $\frac{7}{8}$**

8 Point

**$\frac{1}{4}$   $\frac{1}{2}$   $\frac{3}{4}$   $\frac{1}{3}$   $\frac{2}{3}$   $\frac{1}{8}$   $\frac{3}{8}$   $\frac{5}{8}$   $\frac{7}{8}$**

6 Point

**$\frac{1}{4}$   $\frac{1}{2}$   $\frac{3}{4}$   $\frac{1}{3}$   $\frac{2}{3}$   $\frac{1}{8}$   $\frac{3}{8}$   $\frac{5}{8}$   $\frac{7}{8}$**

6 Point

En-set fractions for Tempo Bold  
are shown on page 41

TEMPO MEDIUM CONDENSED  
DIAGONAL FRACTIONS

**$\frac{1}{2}$   $\frac{1}{4}$**

60 Point

**$\frac{1}{2}$   $\frac{1}{4}$**

72 Point



# LUDLOW DIAGONAL FRACTIONS

LUDLOW 24-L GARAMOND

$\frac{3}{4}$   $\frac{3}{4}$   $\frac{3}{4}$   $\frac{3}{4}$   $\frac{3}{4}$   $\frac{3}{4}$   $\frac{3}{4}$   $\frac{3}{4}$   $\frac{3}{4}$   $\frac{3}{4}$   $\frac{3}{4}$   $\frac{3}{4}$   
 72 pt. 60 pt. 48 pt. 42 pt. 36 pt. 30 pt. 24 pt. 18 pt. 14 pt. 12 pt. 10 pt. 8 pt.

LUDLOW 24-LI GARAMOND ITALIC

$\frac{3}{4}$   $\frac{3}{4}$   $\frac{3}{4}$   $\frac{3}{4}$   $\frac{3}{4}$   $\frac{3}{4}$   $\frac{3}{4}$   $\frac{3}{4}$   $\frac{3}{4}$   $\frac{3}{4}$   $\frac{3}{4}$   $\frac{3}{4}$   
 72 pt. 60 pt. 48 pt. 42 pt. 36 pt. 30 pt. 24 pt. 18 pt. 14 pt. 12 pt. 10 pt. 8 pt.

LUDLOW 24-B GARAMOND BOLD

$\frac{3}{4}$   $\frac{3}{4}$   $\frac{3}{4}$   $\frac{3}{4}$   $\frac{3}{4}$   $\frac{3}{4}$   $\frac{3}{4}$   $\frac{3}{4}$   $\frac{3}{4}$   $\frac{3}{4}$   $\frac{3}{4}$   $\frac{3}{4}$   
 72 pt. 60 pt. 48 pt. 42 pt. 36 pt. 30 pt. 24 pt. 18 pt. 14 pt. 12 pt. 10 pt. 8 pt.

LUDLOW 24-BI GARAMOND BOLD ITALIC

$\frac{3}{4}$   $\frac{3}{4}$   $\frac{3}{4}$   $\frac{3}{4}$   $\frac{3}{4}$   $\frac{3}{4}$   $\frac{3}{4}$   $\frac{3}{4}$   $\frac{3}{4}$   $\frac{3}{4}$   $\frac{3}{4}$   $\frac{3}{4}$   
 72 pt. 60 pt. 48 pt. 42 pt. 36 pt. 30 pt. 24 pt. 18 pt. 14 pt. 12 pt. 10 pt. 8 pt.

LUDLOW 43-MI RADIANT MEDIUM ITALIC

$\frac{3}{4}$   $\frac{3}{4}$   $\frac{3}{4}$   $\frac{3}{4}$   $\frac{3}{4}$   $\frac{3}{4}$   
 48 Point 42 Point 36 Point 30 Point 24 Point 18 Point

LUDLOW 3-B BODONI BOLD

$\frac{3}{4}$   $\frac{3}{4}$   
 72 Point 60 Point

LUDLOW 28-HC TEMPO HEAVY CONDENSED

$\frac{3}{4}$   $\frac{3}{4}$   
 72 Point 60 Point

LUDLOW 3-BI BODONI BOLD ITALIC

$\frac{3}{4}$   $\frac{3}{4}$   
 72 Point 60 Point  
 [Also available from 18 to 48 point inclusive]

LUDLOW 28-HI TEMPO HEAVY ITALIC

$\frac{3}{4}$   $\frac{3}{4}$   
 72 Point 60 Point

LUDLOW 3-H BODONI BLACK

$\frac{3}{4}$   $\frac{3}{4}$   
 72 Point 60 Point

LUDLOW 28-H TEMPO HEAVY

$\frac{3}{4}$   $\frac{3}{4}$   
 72 Point 60 Point

Each set of the above fractions contains 2 each of the following characters:

$\frac{1}{2}$   $\frac{1}{3}$   $\frac{2}{3}$   $\frac{1}{4}$   $\frac{3}{4}$

(%—Per cent Marks also available as extra sorts in all of the above sizes of these series.)

# LUDLOW EM-SET LIGHT ROMAN FRACTIONS

$\frac{1}{4}$   $\frac{1}{4}$   $\frac{1}{4}$   $\frac{1}{4}$   $\frac{1}{4}$   $\frac{1}{4}$   $\frac{1}{4}$   $\frac{1}{4}$   $\frac{1}{4}$   $\frac{1}{4}$   $\frac{1}{4}$

$\frac{1}{2}$   $\frac{1}{2}$   $\frac{1}{2}$   $\frac{1}{2}$   $\frac{1}{2}$   $\frac{1}{2}$   $\frac{1}{2}$   $\frac{1}{2}$   $\frac{1}{2}$   $\frac{1}{2}$   $\frac{1}{2}$

$\frac{3}{4}$   $\frac{3}{4}$   $\frac{3}{4}$   $\frac{3}{4}$   $\frac{3}{4}$   $\frac{3}{4}$   $\frac{3}{4}$   $\frac{3}{4}$   $\frac{3}{4}$   $\frac{3}{4}$   $\frac{3}{4}$

$\frac{1}{3}$   $\frac{1}{3}$   $\frac{1}{3}$   $\frac{1}{3}$   $\frac{1}{3}$   $\frac{1}{3}$   $\frac{1}{3}$   $\frac{1}{3}$   $\frac{1}{3}$   $\frac{1}{3}$   $\frac{1}{3}$

$\frac{2}{3}$   $\frac{2}{3}$   $\frac{2}{3}$   $\frac{2}{3}$   $\frac{2}{3}$   $\frac{2}{3}$   $\frac{2}{3}$   $\frac{2}{3}$   $\frac{2}{3}$   $\frac{2}{3}$   $\frac{2}{3}$

$\frac{1}{8}$   $\frac{1}{8}$   $\frac{1}{8}$   $\frac{1}{8}$   $\frac{1}{8}$   $\frac{1}{8}$   $\frac{1}{8}$   $\frac{1}{8}$   $\frac{1}{8}$   $\frac{1}{8}$   $\frac{1}{8}$

$\frac{3}{8}$   $\frac{3}{8}$   $\frac{3}{8}$   $\frac{3}{8}$   $\frac{3}{8}$   $\frac{3}{8}$   $\frac{3}{8}$   $\frac{3}{8}$   $\frac{3}{8}$   $\frac{3}{8}$   $\frac{3}{8}$

$\frac{5}{8}$   $\frac{5}{8}$   $\frac{5}{8}$   $\frac{5}{8}$   $\frac{5}{8}$   $\frac{5}{8}$   $\frac{5}{8}$   $\frac{5}{8}$   $\frac{5}{8}$   $\frac{5}{8}$   $\frac{5}{8}$

$\frac{7}{8}$   $\frac{7}{8}$   $\frac{7}{8}$   $\frac{7}{8}$   $\frac{7}{8}$   $\frac{7}{8}$   $\frac{7}{8}$   $\frac{7}{8}$   $\frac{7}{8}$   $\frac{7}{8}$   $\frac{7}{8}$

48 pt.

42 pt.

36 pt.

30 pt.

24 pt.

18 pt.

14 pt.

12 pt.

10 pt.

8 pt.

6 pt.

# LUDLOW EM-SET BOLD ROMAN FRACTIONS

---

**$\frac{1}{4}$**   **$\frac{1}{4}$**   **$\frac{1}{4}$**   **$\frac{1}{4}$**   **$\frac{1}{4}$**   **$\frac{1}{4}$**   **$\frac{1}{4}$**   **$\frac{1}{4}$**   **$\frac{1}{4}$**   **$\frac{1}{4}$**   **$\frac{1}{4}$**

**$\frac{1}{2}$**   **$\frac{1}{2}$**   **$\frac{1}{2}$**   **$\frac{1}{2}$**   **$\frac{1}{2}$**   **$\frac{1}{2}$**   **$\frac{1}{2}$**   **$\frac{1}{2}$**   **$\frac{1}{2}$**   **$\frac{1}{2}$**   **$\frac{1}{2}$**

**$\frac{3}{4}$**   **$\frac{3}{4}$**   **$\frac{3}{4}$**   **$\frac{3}{4}$**   **$\frac{3}{4}$**   **$\frac{3}{4}$**   **$\frac{3}{4}$**   **$\frac{3}{4}$**   **$\frac{3}{4}$**   **$\frac{3}{4}$**   **$\frac{3}{4}$**

**$\frac{1}{3}$**   **$\frac{1}{3}$**   **$\frac{1}{3}$**   **$\frac{1}{3}$**   **$\frac{1}{3}$**   **$\frac{1}{3}$**   **$\frac{1}{3}$**   **$\frac{1}{3}$**   **$\frac{1}{3}$**   **$\frac{1}{3}$**   **$\frac{1}{3}$**

**$\frac{2}{3}$**   **$\frac{2}{3}$**   **$\frac{2}{3}$**   **$\frac{2}{3}$**   **$\frac{2}{3}$**   **$\frac{2}{3}$**   **$\frac{2}{3}$**   **$\frac{2}{3}$**   **$\frac{2}{3}$**   **$\frac{2}{3}$**   **$\frac{2}{3}$**

**$\frac{1}{8}$**   **$\frac{1}{8}$**   **$\frac{1}{8}$**   **$\frac{1}{8}$**   **$\frac{1}{8}$**   **$\frac{1}{8}$**   **$\frac{1}{8}$**   **$\frac{1}{8}$**   **$\frac{1}{8}$**   **$\frac{1}{8}$**   **$\frac{1}{8}$**

**$\frac{3}{8}$**   **$\frac{3}{8}$**   **$\frac{3}{8}$**   **$\frac{3}{8}$**   **$\frac{3}{8}$**   **$\frac{3}{8}$**   **$\frac{3}{8}$**   **$\frac{3}{8}$**   **$\frac{3}{8}$**   **$\frac{3}{8}$**   **$\frac{3}{8}$**

**$\frac{5}{8}$**   **$\frac{5}{8}$**   **$\frac{5}{8}$**   **$\frac{5}{8}$**   **$\frac{5}{8}$**   **$\frac{5}{8}$**   **$\frac{5}{8}$**   **$\frac{5}{8}$**   **$\frac{5}{8}$**   **$\frac{5}{8}$**   **$\frac{5}{8}$**

**$\frac{7}{8}$**   **$\frac{7}{8}$**   **$\frac{7}{8}$**   **$\frac{7}{8}$**   **$\frac{7}{8}$**   **$\frac{7}{8}$**   **$\frac{7}{8}$**   **$\frac{7}{8}$**   **$\frac{7}{8}$**   **$\frac{7}{8}$**   **$\frac{7}{8}$**

48 pt.

42 pt.

36 pt.

30 pt.

24 pt.

18 pt.

14 pt.

12 pt.

10 pt.

8 pt.

6 pt.

**3** <sup>T</sup><sub>I</sub><sup>N</sup><sub>S</sub> **47<sup>c</sup>**      **303** <sup>C</sup><sub>an</sub> **29<sup>c</sup>**  
 60 Point Combination      72 Point Combination

**3** <sup>L</sup><sub>B</sub><sup>S **89<sup>c</sup>**  
 84 Point Combination</sup>

**2** <sup>F</sup><sub>OR</sub> **53<sup>c</sup>**  
 96 Point Combination

Ludlow Tempo Heavy Condensed Logotypes for use  
 with all 1¼-inch matrices

**F L D Y J A C P Q B G T**  
**O B O D A N A K T A A I**  
**R S Z S R D N G S R L N**  
 2592 2593 2594 2595 2716 2717 2718 2719 2722 2724 2726 2727

**L T Q Cello Cello 303 303**  
**B O T Bag Bags Can Cans**  
 2714 2715 2721 2730 2731 2732 2733

**E B G T P J C P**  
**A R A L N A R S S**  
**C H S S S S S S S**  
 2720 2723 2725 2728 2596 2597 2598 2599

**C C C C C C C**  
**ea lb dz yd pr qt pt**  
 2600 2601 2602 2603 2604 2605 2729

*For Brighter and Cleaner Washings*

**FINEST BLEACH** **2** <sup>Q</sup><sub>T</sub><sup>S **63<sup>c</sup>**</sup>

This is one of our unusual specials

**2** <sup>303</sup><sub>Cans</sub> **73<sup>c</sup>**      **Q** **49<sup>c</sup>**      **27<sup>c</sup>** <sub>pt</sub>  
**3** <sup>B</sup><sub>ARS</sub> **27<sup>c</sup>**      **35<sup>c</sup>** <sup>A</sup><sub>N</sub><sup>D</sup> **45<sup>c</sup>**  
 36 Point Combinations

**2** <sup>F</sup><sub>OR</sub> **89<sup>c</sup>**      **2** <sup>L</sup><sub>B</sub><sup>S **65<sup>c</sup>**  
**42<sup>c</sup>** <sub>yd</sub>      **63<sup>c</sup>** <sub>pr</sub>      **45<sup>c</sup>** <sub>qt</sub>  
 42 Point Combinations</sup>

**2** <sup>F</sup><sub>OR</sub> **48<sup>c</sup>**      **2** <sup>L</sup><sub>B</sub><sup>S **38<sup>c</sup>**  
**19<sup>c</sup>** <sub>ea</sub>      **60<sup>c</sup>** <sub>lb</sub>      **28<sup>c</sup>** <sub>dz</sub>  
 48 Point Combinations</sup>

Ludlow Tempo Heavy Condensed Logotypes for use  
 with ¾-inch matrices

**F L D Y J A C P Q B G T**  
**O R B O Z S R A N A N G K T S**  
**2578 2579 2580 2581 2696 2697 2698 2699 2702 2704 2706 2707**

**L T Q Cello Cello 303 303**  
**B O T Bag Bags Can Cans**  
 2694 2695 2701 2710 2711 2712 2713

**E B G T P J C P**  
**A C H R A L S S S S S**  
 2700 2703 2705 2708 2582 2583 2584 2585

**C C C C C C C**  
**ea lb dz yd pr qt pt**  
 2586 2587 2588 2589 2590 2591 2709

## LUDLOW LOGOTYPES

are designed for use with ¾-inch and 1¼-inch Ludlow figure matrices. In the 36, 42 and 48-point combinations shown above, 36-point logotypes are used throughout. In the 60, 72, 84 and 96-point combinations (84 and 96-point Franklin Gothic Extra Condensed figures shown here are driven in 1¼-inch matrices) 60-point logotypes are used. In all combinations in which the cent mark is used alone, it is the standard superior "c" in that size. These logotypes will greatly facilitate handling price figure composition.



# LUDLOW ADVERTISING BRACKETS



No. 412 No. 411

84 Pt. Ludlow Bracket

Cast lengthwise with the slug



No. 414 No. 413

84 Pt. Ludlow Bracket

Cast lengthwise with the slug



No. 416

84 Pt. Ludlow Reversible Bracket

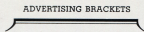
Cast lengthwise with the slug



No. 415

84 Pt. Ludlow Reversible Bracket

Cast lengthwise with the slug



No. 456 No. 457 No. 458

Ludlow Piece Bracket

Cast lengthwise with the slug

No. 457 in sizes to make 96 pt., 120 pt., 144 pt., 168 pt., 192 pt., 216 pt., 240 pt. and 276 pt.



No. 454 No. 455

60 Pt. Ludlow Bracket

Cast lengthwise with the slug



No. 450 No. 451

48 Pt. Ludlow Bracket

Cast vertically on horizontal slug



No. 492 No. 493

Cast lengthwise with the slug



No. 448 No. 449

36 Pt. Ludlow Bracket

Cast vertically on horizontal slug



No. 488 No. 489

Cast lengthwise with the slug



No. 453

60 Pt. Ludlow Reversible Bracket

Cast lengthwise with the slug



No. 470 No. 469

48 Pt. Ludlow Bracket

Cast vertically on horizontal slug



No. 494

48 Pt. Ludlow Reversible Bracket

Cast lengthwise with the slug



No. 468 No. 467

36 Pt. Ludlow Bracket

Cast vertically on horizontal slug



No. 490

36 Pt. Ludlow Reversible Bracket

Cast lengthwise with the slug



No. 443

72 Pt. Ludlow Reversible Bracket

Cast lengthwise with the slug



No. 452

60 Pt. Ludlow Reversible Bracket

Cast lengthwise with the slug



No. 449 No. 448

48 Pt. Ludlow Bracket

Cast vertically on horizontal slug



No. 495

48 Pt. Ludlow Reversible Bracket

Cast lengthwise with the slug



No. 445 No. 444

36 Pt. Ludlow Bracket

Cast vertically on horizontal slug



No. 491

36 Pt. Ludlow Reversible Bracket

Cast lengthwise with the slug

## DIPHTHONGS

Æ Œ æ œ

18 Point Ludlow 28-B Tempo Bold

Æ Œ æ œ

18 Point Ludlow 30-M Karnak Medium

Æ Œ æ œ

18 Point Ludlow 24-B Garamond Bold

The above Diphthongs are available in all point-sizes of all typefaces

## MORTISED MATRICES

Available in all faces and point-sizes in both Roman and Italic from 14 to 96 point (inclusive)

WAY

As set with regular matrices

WAY

As set with mortised matrices

ATAVISM

As set with regular matrices

ATAVISM

As set with mortised matrices

A complete set consists of 27 matrices as follows:

Left-Hand Top Mortise

Caps-A, M

Lower-Caps-a, o, u, i, s, y

Right-Hand Top Mortise

Caps-A, L, M

Both Right and Left Top Mortise

Caps-A, M

Left-Hand Bottom Mortise

Caps-T, V, W, Y

Right-Hand Bottom Mortise

Caps-F, T, V, W, Y

Both Right and Left Bottom Mortise

Caps-T, V, W, Y

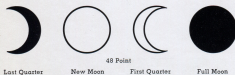
The majority of sets of mortised matrices will not consist of the full 27 matrices because the applicability of the mortising idea varies in different faces with special reference to Roman caps F and M and to Italic caps A, M, V and W.

Matrices may be ordered individually or in complete sets.

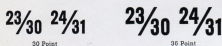
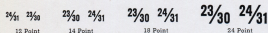
# LUDLOW MISCELLANEOUS MATRICES

## CALENDAR MARKS

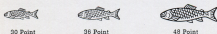
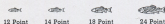
### Moon Phases



## CALENDAR FRACTIONS



## FISHES



## REVERSE NUMERALS IN CIRCLE



## PERCENT MARKS



## STARS

### Outline



### Solid



## ELECTION SQUARES

### Without Cross



### With Cross

## REGISTER MARKS



# LUDLOW SUPERIOR FIGURES

## TEMPO BOLD CONDENSED

**\$11<sup>65</sup>** **\$7<sup>15</sup>** **\$18<sup>20</sup>** **\$12<sup>90</sup>** **59<sup>c</sup>** **\$46<sup>45</sup>**

96 Point

72 Point

60 Point

48 Point

42 Point

36 Point

**\$97<sup>48</sup>**

30 Point

**\$38<sup>29</sup>**

24 Point

**\$27<sup>50</sup>**

18 Point

**\$35<sup>82</sup>**

14 Point

## MISCELLANEOUS SUPERIOR FIGURES

**\$18<sup>90</sup>** **\$27<sup>45</sup>** **\$10<sup>17</sup>**

72 Point Karmak Black Italic

72 Point Radiant Heavy

72 Point Bodoni Black

**\$18<sup>20</sup>** **\$12<sup>75</sup>** **\$35<sup>10</sup>** **\$6<sup>18</sup>**

60 Point Tempo Heavy

72 Point Radiant Bold Condensed

48 Point Karmak Black

48 Point Karmak Medium

**\$45<sup>79</sup>** **\$63<sup>80</sup>** **\$67<sup>29</sup>**

48 Point Franklin Gothic Extra Condensed

48 Point Tempo Heavy Condensed

42 Point Tempo Bold

**\$34<sup>82</sup>** **\$70<sup>35</sup>** **\$24<sup>70</sup>**

36 Point Caslon Bold

36 Point Karmak Black Condensed

30 Point Casanovola Bold

**\$95<sup>70</sup>** **\$78<sup>34</sup>** **\$65<sup>28</sup>**

30 Point Bodoni Bold

24 Point Karmak Intermediate

24 Point Franklin Gothic

**\$26<sup>70</sup>**

18 Point Bodoni Black

**\$55<sup>99</sup>**

18 Point Eden Bold

**\$28<sup>40</sup>**

14 Point Tempo Heavy

## SUPERIOR FIGURES WITH UNDERScore

**\$5<sup>89</sup>** **\$5<sup>65</sup>**

48 Point Ludlow Black

36 Point Cheltenham Bold Condensed

**\$7<sup>49</sup>**

30 Point Medium Condensed Gothic

**\$c.1234567890**

A set consists of two each of the above characters

Superior figures, with or without underscore, are available in any standard typeface series provided appropriate sizes are available in desired series.

